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Automotive News®

Detroit, April 29, 1981

56th year—$35 per year, this issue $17.50 per copy

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1981 Market Data Book Issue

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Automotive News
The weekly newspaper of the industry

Established in 1925
Published Every Monday by Crain Automotive Group, Inc.
A Division of CRAIN COMMUNICATIONS, INC.
DETROIT, MICH. 48207
Cable Address—AUTNEW, Detroit TWX 810-221-5122
965 East Jefferson Ave. Telephone 313-567-9520

NEW YORK	WASHINGTON	CHICAGO	LOS ANGELES
10017	20004	60611	90048
708 Third Ave.	1253 Nat'l. Press Bldg.	740 Rush St.	6404 Wilshire Blvd.
212-986-5050	202-638-5300	312-649-5256	213-651-3710

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56th year — No. 4860
Automotive News (ISSN 0005-1551) is published weekly except semi-weekly fourth week in April at 965 E. Jefferson Ave., Detroit, Michigan 48207. Second-class postage paid at Detroit, Michigan, and at additional mailing offices.

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U. S., Europe off, while Japan chalks up gain

World car production dips in 1980

By Richard A. Wright
ASST. MANAGING EDITOR

The U. S. didn't have a very good automotive year in 1980, but neither did Europe. Most European producers experienced declines, as did American makers. Only the Japanese made gains.

While car production was down both in North America and Western Europe, Japanese output jumped almost 14 percent to 7,040,000.

The Japanese total topped the U. S. for the first time. The U. S. makers turned out 6,416,885 cars, down almost 24 percent from 1979. Added to Canadian output of 846,777, the North American producers barely topped the Japanese with a total of 7,263,662.

Production in Western Europe in 1980 totaled 10,444,375, down about 11 percent from the preceding year. Only Renault scored a significant gain in 1980, although Fiat was up slightly. In fact, Renault moved ahead of Peugeot-Citroen to first place among European car producers. And, in cars alone, Volkswagen also edged Peugeot-Citroen in 1980.

The Eastern Bloc countries were largely unaffected by the economic downturns plaguing the West and output was off by less than 2 percent to 2,110,000. The Communist world's biggest producer, the Soviet Union's Lada, diverted some of its capacity to light trucks and its car output slipped a bit, but overall vehicle production was up.

Coming on strong in 1980 was Latin America, which defied the world trend by boosting car production by more than 6 percent to 1,522,000.

Leading the way in Latin America was Brazil, where the four largest-volume producers in that part of the world were Volkswagen, General Motors, Ford and Fiat.

World car production in 1980 totaled 29,357,000, down almost 7 percent from 31,540,000 in 1979.

A number of trends which have been developing in recent years continued in 1980. Once the leading car producer, the U. S. appeared unable to shake itself out of its continuing doldrums. Despite the apparent intention of the new Reagan Administration to back away from the adversary government-industry situation which has prevailed in the U. S. for years, the U. S. makers still appeared to have trouble competing with the Japanese.

In fact, the Japanese approach to the world automotive market has long been a government-industry partnership and this seems to be paying off, not only in the U. S., but also in Europe.

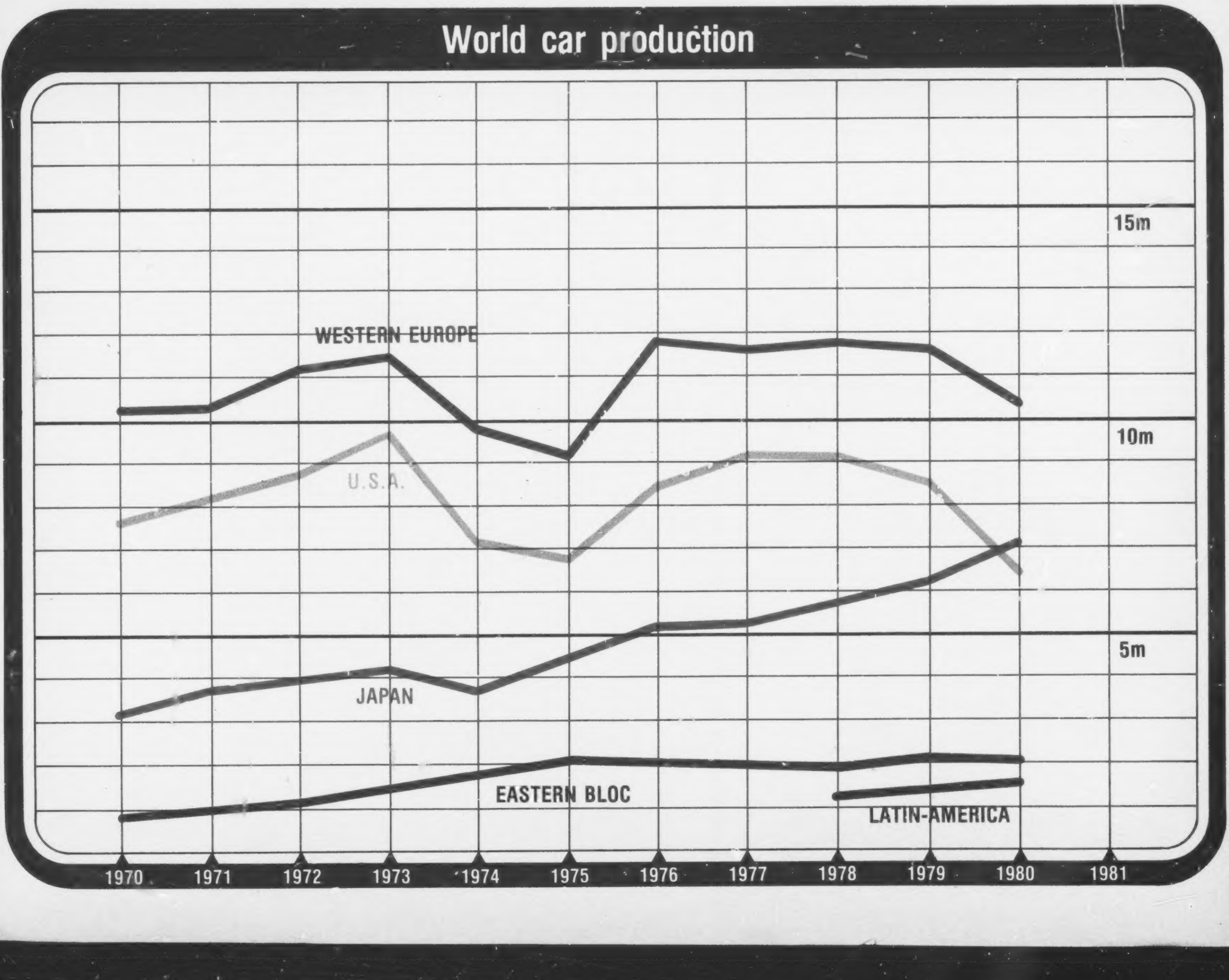
Some observers are beginning to wonder if the U. S. can compete with the Japanese in the U. S., let alone worldwide, or whether it will go the way of the British industry, gradually withering away as volume producers, subsidized by government.

The Japanese dominate the huge world market for well-built low-priced, high-mileage cars, while the Europeans have been moving strongly into the higher-priced markets with cars that stress luxury, sportiness and advanced engineering.

The U. S. makers have not as yet moved into a niche of their own as they busily continue switching from the traditional but now obsolete U. S. product to smaller cars, many of which compete directly with Japanese offerings—and often come off second best.

When the U. S. industry can pull itself up from the mire of government regulation and complete its enormously expensive shift to smaller, more fuel-efficient cars, perhaps it will then again seek the lead in technology. And the world car market will be better off for it.

World car production



NEW-CAR REGISTRATIONS OVERSEAS

UNITED KINGDOM

	1980	1979
Alfa Romeo	10,219	13,638
BL	275,798	336,984
BMW	13,451	14,058
Colt	10,273	10,696
Datsun	91,893	102,395
Fiat Auto	51,299	79,577
Ford	464,706	485,559
General Motors	133,078	140,944
Opel	22,870	27,216
Vauxhall	109,218	112,398
Honda	22,760	17,849
Lada	13,043	22,270
Lotus	348	697
Mazda	15,370	17,770
Mercedes-Benz	8,876	7,914
Peugeot SA	142,213	191,428
Citroen	27,006	34,015
Peugeot	24,333	37,980
Talbot	90,784	119,433
Reliant	682	818
Renault	88,343	93,468
Rolls-Royce/Bentley	1,315	1,347
Saab	8,073	8.976
Skoda	7,906	10,243
Subaru	3,252	3,443
Toyota	34,167	32,220
VW-Audi	68,285	76,288
Volvo	38,283	36,583
Others	10,128	11,110
Total	1,513,761	1,716,275

SWITZERLAND

	1980	1979
Alfa Romeo	8,380	8,243
BL	3,384	4,684
BMW	11,364	11,211
Datsun	11,710	6,896
Fiat Auto	22,619	21,490
Ford	21,054	25,708
General Motors	35,114	36,535
Honda	7,720	5,537
Lada	1,445	2,887
Mazda	11,152	10,945
Mercedes-Benz	4,931	4,678
Mitsubishi	6,504	4,824
Peugeot SA	32,458	35,200
Citroen	13,180	13,953
Peugeot	11,667	12,689
Talbot	7,611	8,558
Renault	22,201	24,212
Saab	1,384	1,379
Toyota	19,414	13,553
Volkswagen-Audi	40,440	44,025
Volvo (not NL)	6,355	7,542
Others	4,837	6,929
Total	280,453	280,102

WEST GERMANY

	1980	1979
Alfa Romeo	14,772	22,762
BL/Innocenti	9,034	11,696
BMW	138,928	153,923
Daihatsu	4,454	1,235
Datsun	51,503	31,979
Fiat Auto	87,737	97,711
Ford	252,044	311,921
General Motors	411,076	483,328
Honda	43,051	28,693
Lada	5,982	10,641
Mazda	46,727	32,398
Mercedes-Benz	253,082	243,817
Mitsubishi	41,605	20,725
Peugeot SA	115,655	136,414
Citroen	46,891	50,655
Peugeot	33,328	41,208
Talbot	35,436	44,551
Porsche	10,525	12,001
Renault	113,591	129,759
Saab	2,746	2,821
Skoda	2,262	2,216
Suzuki	5,523	——
Toyota	58,893	32,506
VAG	736,109	827,208
Audi	209,741	246,637
Volkswagen	526,368	580,571
Volvo	17,065	24,997
Others	3,419	2,491
Total	2,426,187	2,623,399

SWEDEN

	1980	1979
Alfa Romeo	498	851
BMW	2,375	3,332
Datsun	4,968	4,501
Fiat Auto	4,846	8,119
Ford	16,109	22,813
General Motors	18,267	22,701
Honda	4,309	8,563
Lada	3,005	3,017
Mazda	8,392	8,563
Mercedes-Benz	6,263	6,671
Peugeot SA	8,090	9,153
Renault	4,559	6,146
Saab	27,619	29,838
Toyota	8,718	5,389
VAG	22,625	24,329
Volvo	50,547	55,780
Others	1,348	1,067
Total	192,588	215,325

PORTUGAL

	1980	1979
BL	3,641	3,657
Citroen	5,853	4,412
Datsun	1,554	1,042
Fiat	9,650	10,040
Ford	4,932	4,663
Mercedes-Benz	2,386	1,306
Opel	4,104	3,011
Peugeot	3,482	4,672
Renault	12,816	9,928
Talbot	1,903	1,155
Toyota	1,623	1,798
Volkswagen	1,852	1,532
Others	4,561	4,676
Total	58,357	51,892

JAPAN

	12 mos., 1980	12 mos., 1979
Daihatsu	91,181	99,933
Fuji	77,190	82,193
Honda	166,975	175,919
Isuzu	62,806	50,474
Mitsubishi	250,713	266,783
Nissan	828,158	890,427
Suzuki	71,559	65,543
Toyo Kogyo	196,560	203,133
Toyota	1,064,172	1,142,293
Imports	44,871	60,161
Total	2,854,185	3,036,359

FRANCE

	12 mos., 1980	12 mos., 1979
Alfa Romeo	25,343	28,741
BL	25,367	30,151
BMW	17,228	15,037
Datsun	17,703	12,856
Fiat Auto	68,766	71,759
Ford	68,368	79,266
Honda	8,291	5,602
Lada	13,069	16,663
Mazda	13,031	11,674
Mercedes-Benz	14,421	12,392
Mitsubishi	2,785	1,065
Opel	32,597	36,404
Peugeot SA	685,517	850,064
Citroen	271,107	325,399
Peugeot	293,621	358,698
Talbot	120,789	[illegible]
Renault	758,958	[illegible]
Toyota	13,106	[illegible]
VAG	93,182	79,942
Volvo	8,214	8,909
Others	7,188	12,845
Total	1,873,185	1,976,391

THE WORLD'S LEADING 50 MOTOR VEHICLE PRODUCERS

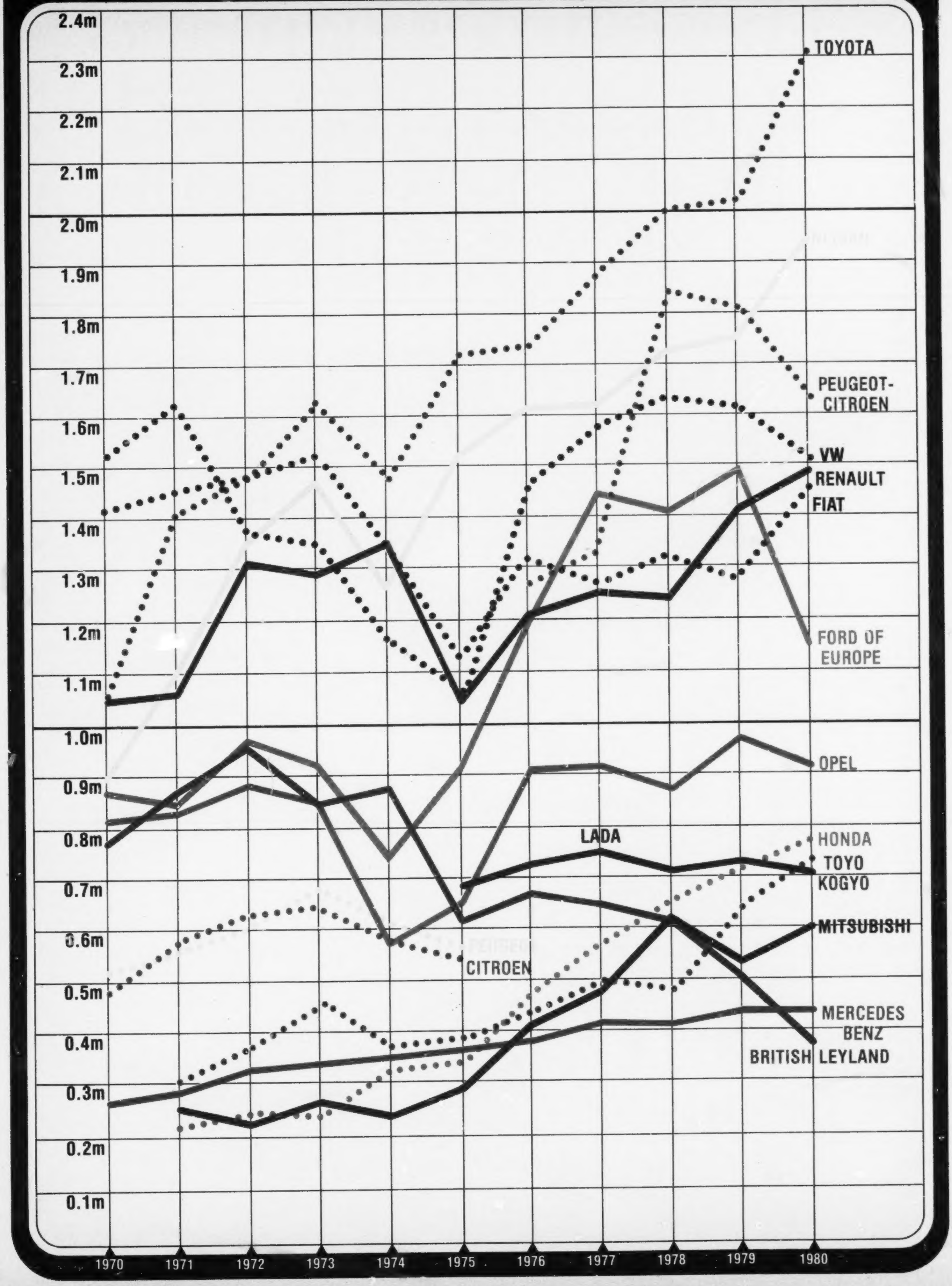
Rank	Company	Nationality	Cars 1979	Trucks and buses 1979	Total 1979	Total 1978
1.	General Motors	U.S.A.	4,106,191	665,911	4,772,102	6,462,554
2.	Toyota	Japan	2,320,000	900,000	3,220,000	2,996,225
3.	Nissan	Japan	1,940,000	650,000	2,590,000	2,380,254
4.	Ford	U.S.A.	1,306,948	581,507	1,888,455	3,075,131
5.	Renault	France	1,492,339	220,846	1,713,185	1,592,195
6.	Peugeot group	France	1,446,242	200,979	1,647,221	2,002,378
7.	VW group	West Germany	1,517,216	114,591	1,631,807	1,719,311
8.	Fiat group	Italy	1,449,000	73,000	1,522,000	1,432,919
9.	Mazda	Japan	743,000	300,000	1,043,000	971,421
10.	Mitsubishi	Japan	600,000	415,000	1,015,000	938,517
11.	Honda	Japan	775,000	100,000	875,000	801,869
12.	Lada	U.S.S.R.	700,000	100.000	800,000	715,000
13.	Opel	West Germany	786,663	6,137	792,800	959,202
14.	General Motors	Canada	514,400	254,640	769,040	847,428
15.	Chrysler	U.S.A.	638,535	118,959	757,493	1,231,691
16.	Daimler-Benz	West Germany	438,829	188,392	627,221	604,859
17.	BL	United Kingdom	388,595	129,636	518,231	628,420
18.	Volkswagen	Brazil	441,500	72,737	514,237	531,300
19.	Isuzu	Japan	92,000	408,000	500,000	424,718
20.	Subaru	Japan	350,000	150,000	500,000	334,290
21.	Ford	United Kingdom	342,372	138,372	481,104	595,916
22.	Ford	Canada	248,200	186,111	434,311	502,195
23.	Ford	West Germany	419,517	——	419,517	546,957
24.	GAZ (Volga)	U.S.S.R.	145,000	250,000	395,000	325,000
25.	Daihatsu	Japan	140,000	235,000	375,000	366,345
26.	Suzuki	Japan	80,000	275,000	355,000	344,845
27.	FASA-Renault	Spain	343,678	——	176,518	343,194
28.	BMW	West Germany	330,087	——	330,087	328,281
29.	Polski Fiat	Poland	320,000	——	320,000	300,000
30.	SEAT	Spain	297,632	——	297,632	289,859
31.	Ford	Spain	265,839	——	265,839	232,432
32.	General Motors	Brazil	177,200	54,357	231,557	204,000
33.	Moskwich	U.S.S.R.	230,000	——	230,000	300,000
34.	Volkswagen	U.S.A.	197,106	28,390	225,496	173,192
35.	Volvo	Sweden	185,000	33,000	218,000	265,000
36.	Alfa Romeo	Italy	215,000	3,000	218,000	208,000
37.	Skoda	Czechoslovakia	180,000	35,000	215,000	221,000
38.	Vauxhall	United Kingdom	87,101	96,408	183,509	146,432
39.	American Motors	U.S.A.	164,765	11,753	176,518	343,194
40.	Ford	Brazil	120,700	44,756	165,456	160,000
41.	Fiat	Brazil	165,000	——	165,000	127,031
42.	ZAZ	U.S.S.R.	150,000	——	150,000	140,000
43.	Zastava	Yugoslavia	140,000	10,000	150,000	161,800
44.	Citroen	Spain	131,393	——	131,393	160,730
45.	GM-Holden	Australia	108,900	14,000	122,900	183,500
46.	Volkswagen	Mexico	119,500	——	119,500	99,161
47.	Trabant	East Germany	110,000	——	110,000	113,880
48.	Talbot/Dodge	United Kingdom	86,985	16,328	103,313	120,536
49.	Ford	Australia	85,100	12,000	97,100	105,000
50.	Saab-Scania	Sweden	70,000	24,000	94,000	103,758

WORLD VEHICLE PRODUCTION SINCE WORLD WAR II, CARS AND TRUCKS

Year	Australia	Brazil	Canada	France	Italy	Japan	Mexico	Spain	Sweden	UK	U. S.	USSR	W. Germany	Others	World Total
1946	....	....	170,695	34,625	28,983	14,921	....	....	7,336	359,634	3,100,820	102,171	30,671	2,117	3,913,410
1947	....	....	242,107	96,062	43,736	11,320	....	....	9,287	441,284	4,795,587	132,968	23,258	16,621	5,853,550
1948	....	....	261,009	137,383	59,953	20,367	....	760	9,497	507,608	5,220,755	197,056	61,198	28,275	6,564,850
1949	....	....	290,664	198,372	86,054	28,700	....	486	11,069	628,196	6,243,834	275,992	163,504	29,971	8,044,111
1950	126,721	....	387,726	285,641	127,847	31,597	21,575	253	17,553	783,672	8,005,859	362,985	306,034	48,529	10,577,813
1951	129,259	....	415,420	445,655	145,553	38,490	46,081	308	22,950	733,883	6,757,014	288,683	374,108	54,210	9,451,614
1952	116,293	....	434,102	498,962	138,446	38,966	46,987	400	21,233	689,657	5,561,796	307,936	428,016	36,724	8,319,519
1953	159,307	....	486,049	497,348	174,320	49,778	35,709	660	29,427	834,275	7,349,123	354,175	490,046	38,048	10,498,265
1954	200,605	....	352,102	600,400	216,715	70,073	33,380	620	44,735	1,037,679	6,536,729	403,873	680,509	47,706	10,224,973
1955	218,004	....	452,114	725,061	268,766	68,932	32,275	3,972	50,299	1,237,068	9,204,049	445,268	908,702	128,180	13,742,690
1956	204,176	....	471,350	827,079	315,802	111,066	39,387	4,500	57,274	1,004,544	6,918,759	464,632	1,075,603	157,829	11,652,001
1957	213,620	30,700	413,577	927,956	351,815	181,977	41,106	30,436	71,654	1,149,095	7,220,431	495,408	1,212,206	188,399	12,528,380
1958	241,324	61,129	356,418	1,127,549	403,560	188,303	38,955	31,050	91,179	1,364,407	5,121,269	511,074	1,495,221	322,899	11,354,337
1959	263,592	96,243	367,939	1,283,159	500,784	262,814	51,118	56,800	112,394	1,560,427	6,723,588	494,994	1,718,544	378,090	13,870,486
1960	326,250	133,078	397,739	1,369,210	644,633	481,551	49,807	58,209	128,527	1,810,700	7,905,117	523,591	2,055,127	493,339	16,376,878
1961	231,651	145,674	386,923	1,244,223	759,140	813,870	62,563	75,000	131,755	1,464,134	6,652,938	555,330	2,146,797	538,486	15,209,493
1962	329,829	191,057	505,187	1,536,133	946,793	990,706	66,637	100,163	151,568	1,674,530	8,197,311	577,500	2,356,595	574,257	18,198,265
1963	374,058	174,221	631,356	1,736,977	1,180,536	1,283,531	69,135	131,988	167,850	2,011,720	9,108,776	587,012	2,667,896	585,967	20,711,023
1964	411,750	183,045	670,990	1,615,896	1,090,078	1,702,475	90,752	178,128	184,018	2,332,376	9,307,860	603,100	2,909,657	734,299	22,014,424
1965	407,596	185,155	846,609	1,641,696	1,175,548	1,875,614	96,654	228,935	205,717	2,177,261	11,137,830	616,000	2,976,477	970,941	24,542,083
1966	343,929	224,574	872,214	2,024,552	1,365,898	2,286,399	113,807	340,418	199,910	2,042,354	10,396,299	675,300	3,050,708	1,028,951	24,975,313
1967	366,547	225,418	919,508	2,009,672	1,542,669	3,146,486	126,365	361,637	214,560	1,937,119	9,023,736	728,800	2,482,319	1,082,367	24,167,203
1968	418,307	278,473	1,150,218	2,075,617	1,660,370	4,085,826	143,478	393,433	244,786	2,225,122	10,820,410	800,700	3,106,958	1,172,767	28,576,465
1969	451,917	349,519	1,326,476	2,459,072	1,595,951	4,674,923	165,164	454,571	271,440	2,182,793	10,205,911	844,300	3,604,565	1,530,463	30,029,284
1970	473,790	416,047	1,159,504	2,750,086	1,854,252	5,289,147	192,841	536,026	310,887	2,098,498	8,283,949	922,000	3,842,247	1,523,210	29,686,561
1971	470,122	516,038	1,346,765	3,010,294	1,817,019	5,810,774	210,840	532,358	317,295	2,198,146	10,671,654	1,142,700	3,982,722	1,642,116	33,681,561
1972	466,917	608,985	1,430,084	3,328,320	1,839,793	6,294,438	229,766	695,217	305,989	2,329,430	11,310,708	1,379,000	3,815,982	1,727,260	35,796,305
1973	454,190	729,135	1,574,820	3,596,179	1,957,994	7,082,757	285,513	822,020	378,042	2,163,941	12,681,513	1,602,000	3,949,065	1,881,716	39,159,751
1974	489,339	858,470	1,524,874	3,462,847	1,772,515	6,551,840	350,755	837,414	368,359	1,936,685	10,072,662	1,846,000	3,099,777	1,881,547	35,053,084
1975	456,167	929,805	1,424,006	2,861,305	1,458,629	6,941,591	360,678	814,164	366,753	1,648,399	8,986,605	1,964,000	3,186,208	1,866,930	33,265,240
1976	456,216	985,469	1,640,112	3,402,715	1,590,677	7,841,447	324,979	866,240	367,780	1,705,506	11,497,391	2,025,000	3,868,089	1,963,002	38,534,623
1977	452,592	919,242	1,775,445	3,507,881	1,583,917	8,514,522	280,813	1,129,700	286,901	1,714,240	12,702,782	2,080,000	4,104,216	2,067,760	41,120,011
1978	384,966	1,062,197	1,817,457	3,507,930	1,656,115	9,269,153	384,127	1,143,831	305,534	1,607,467	12,899,202	2,160,000	4,186,364	2,111,579	42,495,922
1979	461,468	1,127,966	1,631,561	3,613,458	1,632,158	9,635,546	444,426	1,122,918	354,820	1,478,512	11,479,993	2,173,000	4,249,725	2,109,816	41,515,467

Compiled by MVMA

Car production by major makers outside North America



1980 registration lowest since 1975

But domestic total is the worst in almost 20 years

By Jenny King
Staff Writer

Whether measured by registrations or new-car sales reports, 1980 was a bad year, the worst since the recession year of 1975.

Registrations totaled 8,760,937, according to figures supplied by R. L. Polk & Co., down 15.41 percent from 10,356,695 in 1979. The 1980 total included a record 2,469,180 imported cars, which exceeded the previous record set in 1979 of 2,351,053 set in 1979 by 5.02 percent.

So the picture for the domestic auto industry was even worse than the registrations total indicated at first glance. Domestic registrations were 6,291,757, lowest since 1961, when domestic registrations totaled 5,476,125.

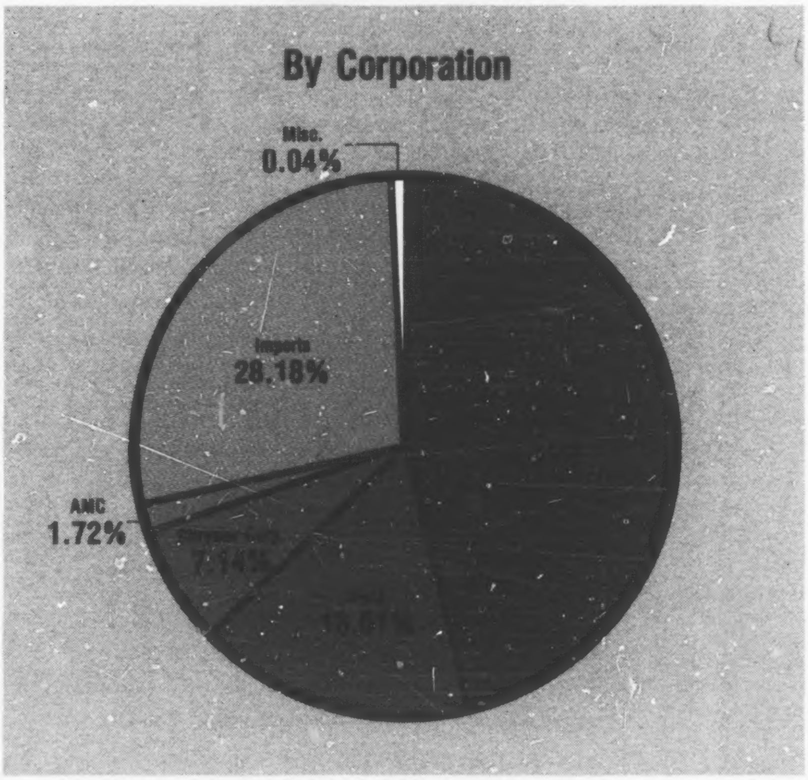
Registrations are collected by R. L. Polk from state vehicle registration offices (except for Oklahoma, which does not permit reporting of vehicle registrations). Sales are reported by the factories every 10 days (except for American Motors, which reports once a month).

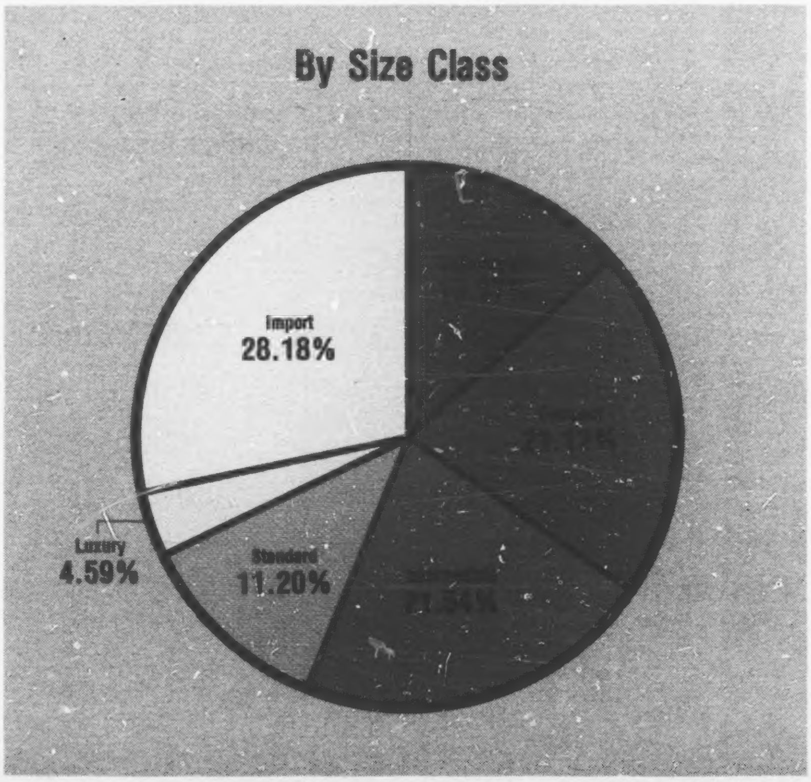
So sales and registrations are counting the same thing, but by different methods.

Sales in 1980 totaled 8,973,345, compared with 10,641,679 in 1979. Of these totals, a record 2,395,036 were imports in 1980, compared with 2,326,057 the preceding year.

Perhaps the most important market development in 1980, aside from the sharp downward slide, was the increase in the share of sales taken by subcompact, compact and imported car sales, compared with sales of larger cars. Together, they accounted for 62.67 percent of new-car registrations, compared with 54.02 percent in 1979.

1980 New-Car Registrations Market Shares





ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

	1980	1979
AMX Spirit/AMX	50,257	53,479
Concord	49,964	66,379
Concord Station Wagon	15,549	16,852
Eagle 4 WD	12,548	4,405
Eagle Station Wagon	16,224	6,759
Eagle SX4 4 WD	4,013	
Pacer	702	2,656
Pacer Station Wagon	1,621	5,912
Matador		348
Matador Station Wagon		136
Total American Motors Corp.	150,878	156,926
Chrysler LeBaron	55,045	85,389
LeBaron Station Wagon	8,661	14,792
Cordoba	43,817	59,851
Newport	12,803	51,134
New Yorker	16,449	32,676
Imperial	1,610	
Total	138,385	243,842
Plymouth Horizon	128,225	143,477
Voyager		9,950
Reliant	17,454	
Reliant Station Wagon	6,301	
Volare	58,873	125,972
Volare Station Wagon	14,044	40,048
Fury		3,047
Fury Station Wagon		138
Gran Fury	11,625	593
Total	236,522	323,225
Dodge Omni	103,425	121,640
Aries	12,896	
Aries Station Wagon	4,693	
Aspen	45,648	86,289
Aspen Station Wagon	10,754	31,106
Sportsman		29,592
Monaco		2,898
Monaco Station Wagon		108
Diplomat	26,630	39,082
Diplomat Station Wagon	4,531	6,770
Magnum XE/Mirada	26,402	23,541
St. Regis	15,577	26,361
Total	250,556	367,387
Total Chrysler Corp.	625,463	934,454
Escort	28,531	
Escort Station Wagon	16,843	
Pinto	112,112	132,849
Pinto Station Wagon	32,133	50,697
Fairmont	206,322	251,617
Fairmont Station Wagon	71,099	81,839
Granada	84,585	141,375
Club Wagon		38,275
LTD II	3,200	28,400
LTD	87,090	195,311
LTD Crown Victoria	29,085	1,584
Ford Station Wagon	24,435	47,471
Mustang	222,549	295,511
Thunderbird	128,903	210,249
Total	1,046,887	1,475,178
Lincoln Continental	31,267	60,126
Continental Mark	36,901	54,597
Versailles	4,572	13,539
Total	72,740	128,262
Mercury Lynx	9,107	
Lynx Station Wagon	4,219	
Bobcat	23,022	34,680
Bobcat Station Wagon	4,839	8,417
Zephyr	65,614	77,531
Zephyr Station Wagon	18,663	18,256
Monarch/'81 Cougar	30,439	54,558
Marquis	13,570	28,081
Marquis Brougham	12,536	23,486
Grand Marquis	19,124	28,622
Marquis Station Wagon	7,260	13,153
XR7	54,974	122,808
Capri	62,974	88,734
Total	326,361	498,326
Lincoln-Mercury Division	399,101	626,588
Total Ford Motor Co.	1,445,968	2,101,766
Buick Skyhawk	5,856	18,246
Skylark	174,150	104,458
Century	124,998	31,948
Regal	195,624	244,481
Century Station Wagon	16,561	25,456
LeSabre	30,035	28,025
LeSabre Limited	49,260	85,929
Electra 225	59,722	84,353
Buick Station Wagon	9,240	14,699
Riviera	42,098	49,587
Total	707,544	687,182
Cadillac deVille	97,496	167,084
Fleetwood & Chassis	28,649	35,597
Eldorado	51,065	61,000
Seville	35,347	44,216
Total	212,557	307,897
Chevrolet Chevette	369,180	363,644
Camaro	117,164	203,904
Monza	148,495	125,270
Monza Station Wagon	372	13,803
Citation	370,605	291,615
Sportvan		30,431
Malibu	200,790	243,892
Malibu Station Wagon	61,815	93,272
Monte Carlo	163,097	265,110
Impala	84,601	155,966
Caprice	118,407	189,200
Chevrolet Station Wagon	54,940	90,133
Corvette	36,408	40,164
Total	1,725,874	2,106,404
Oldsmobile Starfire	5,614	18,191
Omega	86,504	46,495
Cutlass Salon	172,087	61,579
Cutlas Supreme/Calais	258,134	403,397
Cutlass Station Wagon	31,008	45,681
Delta 88	19,369	31,817
Delta 88 Royale	111,107	161,857
98	70,398	90,304
Oldsmobile Station Wagon	16,533	27,061
Toronado	36,246	45,354
Total	807,000	931,836
Pontiac Sunbird	129,245	84,307
Sunbird Station Wagon	67	2,542
Phoenix	99,542	74,560
LeMans	54,307	77,153
LeMans Station Wagon	24,115	38,148
Catalina	13,331	24,952
Bonneville	47,394	83,695
Bonneville Brougham	32,479	39,561
Pontiac Station Wagon	11,257	22,537
Grand Prix	117,225	177,022
Firebird	83,832	150,048
Total	612,794	774,525
Total General Motors	4,065,769	4,807,844
(Checker)	3,346	4,255
Misc. Domestic Total	3,659	4,652
Domestic Station Wag. Total	487,797	824,034
Domestic Grand Total	6,291,757	8,005,642
Import Total	2,469,180	2,351,053
Grand Total All Reg.	8,760,937	10,356,695

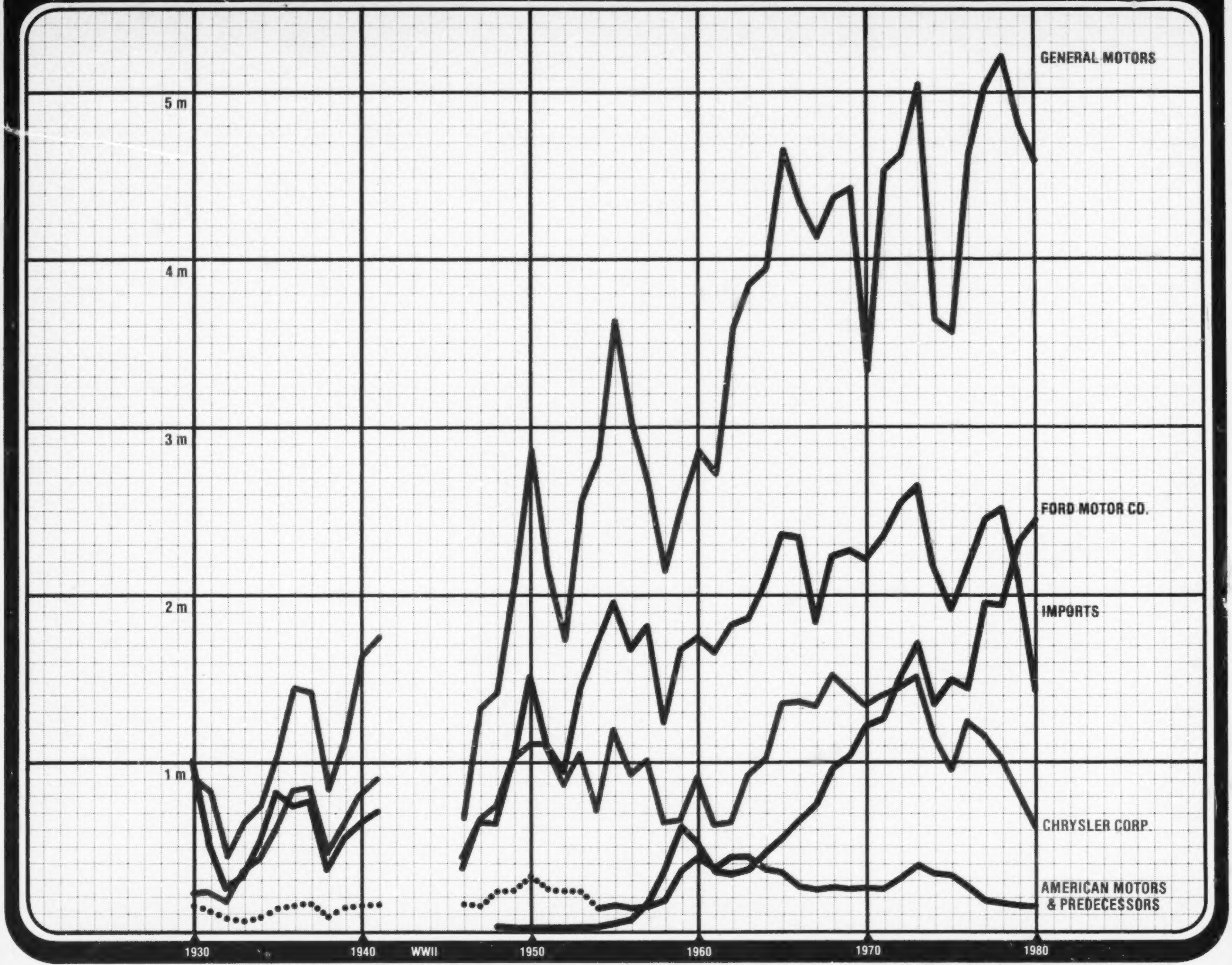
Registrations not available for Oklahoma.

NEW-CAR REGISTRATIONS IN U. S., 12 MONTHS, 1980-1979

Car registrations by states as compiled by R. L. Polk & Co.		AMC	Chrysler	Dodge	Plymouth	CHRYSLER TOTAL	Ford	Lincoln	Mercury	FORD TOTAL	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	GM TOTAL	*Miscellaneous	TOTAL		Car registrations by states as compiled by R. L. Polk & Co.
Alabama	'80	697	1441	3180	1564	6185	16731	1017	4739	22487	11802	2290	26766	11689	9343	62800	32703	124872	'80	**Alabama**
	'79	1041	2577	4071	2529	9177	24350	1927	8646	34823	13206	3970	35012	15314	13401	80902	35718	161661	'79	
Alaska	'80	439	152	513	400	1065	1098	77	485	1660	295	127	1869	490	442	3223	6222	12609	'80	**Alaska**
	'79	106	184	550	321	1055	1271	162	515	1948	272	147	1566	430	326	2741	4920	10770	'79	
Arizona	'80	2125	1481	1946	1962	5389	13806	815	2738	17359	6662	2128	20681	7625	4881	41977	32083	98933	'80	**Arizona**
	'79	2060	2152	2796	2254	7202	16104	1250	3830	21184	6234	2800	21172	7206	6172	43583	29930	103979	'79	
Arkansas	'80	686	1191	2064	1557	4812	11966	1065	4083	17114	4979	1568	15372	8011	5417	35347	14183	72142	'80	**Arkansas**
	'79	853	1714	2608	1672	5994	16098	1545	5851	23494	4401	2101	16713	8220	6544	37979	13151	81471	'79	
California	'80	8216	8192	13280	9435	30907	89242	7129	28072	124443	48296	28343	107814	56298	32862	273613	465274	902453	'80	**California**
	'79	6091	18671	24046	15611	58328	130937	12527	43117	186581	47126	49014	141536	71237	41969	350881	443191	1045072	'79	
Colorado	'80	2973	1436	2945	2762	7143	14096	936	4313	19345	6279	1746	19030	6631	4444	38130	50251	117842	'80	**Colorado**
	'79	2319	2667	4226	3577	10470	18626	1385	6154	26165	5444	2638	22453	7943	5970	44448	50967	134369	'79	
Connecticut	'80	2468	1716	3760	4284	9760	11275	496	4211	15982	10590	2155	25926	10732	8420	57823	47538	133571	'80	**Connecticut**
	'79	2815	2350	5370	5289	13009	16212	972	6438	23622	10604	3127	31192	11691	9905	66519	46722	152687	'79	
Delaware	'80	456	475	739	910	2124	3110	182	1216	4508	2108	481	7734	2986	2200	15509	9220	31817	'80	**Delaware**
	'79	635	849	1064	1081	2994	4145	287	1738	6170	1665	758	8952	3283	2868	17526	8447	35772	'79	
Florida	'80	9400	7187	12824	9874	29885	56320	5937	17548	79805	36711	18545	86880	41366	42790	226292	132460	477842	'80	**Florida**
	'79	7592	11104	19140	14434	44678	70620	8363	24749	103732	31186	22873	98372	41814	48120	242365	114375	512742	'79	
Georgia	'80	1713	2493	4705	3521	10719	29347	1608	7841	38796	17869	4783	36504	20219	15815	94990	63957	210175	'80	**Georgia**
	'79	1728	3866	6362	4567	14825	36066	2632	12186	50884	17325	6808	44976	21543	18394	109046	53831	230314	'79	
Hawaii	'80	226	294	370	601	1265	3273	459	1245	4977	1731	369	2811	962	1010	6883	23753	37104	'80	**Hawaii**
	'79	326	409	920	843	2172	5284	311	2041	7636	1622	529	4636	1295	1358	9440	20907	40481	'79	
Idaho	'80	392	348	762	560	1670	2712	158	1357	4227	1297	376	4870	1877	1616	10036	10719	27044	'80	**Idaho**
	'79	350	534	1149	743	2426	3846	283	1965	6094	1246	499	4997	2096	1745	10583	10577	30030	'79	
Illinois	'80	8169	7909	13997	12357	34263	54059	4909	17759	76727	57232	13913	108406	62240	41825	283616	91363	484138	'80	**Illinois**
	'79	8726	14458	20333	16657	51448	87207	9285	29226	125718	58459	19897	137393	66968	54658	337375	82025	605292	'79	
Indiana	'80	3234	3869	7181	6877	17927	24821	1326	6617	32764	17834	3662	44346	24077	14172	104091	35794	193810	'80	**Indiana**
	'79	3910	5911	9095	8532	23538	37901	2891	10522	51314	19724	5874	59203	30789	19817	135407	37152	251321	'79	
Iowa	'80	1631	1831	3763	3254	8848	14120	690	4472	19282	7706	1252	23878	8810	7313	48959	18389	97129	'80	**Iowa**
	'79	2124	3702	5796	4051	13549	20130	1476	6746	28352	8456	1993	29150	11141	10593	61342	18915	124282	'79	
Kansas	'80	1454	1759	2434	2870	7063	12468	828	4460	17756	7467	1591	18167	9138	7085	43448	20940	90661	'80	**Kansas**
	'79	1608	3301	3321	3373	9995	17925	1791	6407	26123	7721	2531	23132	11976	9625	54985	22478	115189	'79	
Kentucky	'80	1529	1302	2084	2200	5586	12720	740	3422	16882	5894	1697	19468	7968	6103	41130	20426	85553	'80	**Kentucky**
	'79	2160	2440	3909	3206	9555	21972	1562	6381	29915	7875	3039	29356	12202	9493	61965	21241	124836	'79	
Louisiana	'80	1204	2942	4438	2955	10335	26808	2791	8234	37833	14370	4515	31191	19239	13259	82574	32474	164420	'80	**Louisiana**
	'79	1220	4579	5606	3732	13917	35217	4292	12921	52430	12719	5701	35638	20066	14577	88701	27964	184232	'79	
Maine	'80	812	450	1439	1144	3033	3669	75	1557	5301	1763	195	7223	1967	2381	13529	11376	34051	'80	**Maine**
	'79	1050	870	2404	2191	5465	5818	194	1943	7955	2376	414	9522	2955	3325	18592	12984	46046	'79	
Maryland	'80	2273	3568	5348	6264	15180	25939	1047	7518	34504	15092	4354	50358	19976	16373	106153	58211	216321	'80	**Maryland**
	'79	3573	5218	8240	8136	21504	39025	2223	10005	51253	11318	5417	58268	18609	18702	112314	57025	245759	'79	
Massachusetts	'80	5264	2681	7224	6765	16670	22513	1101	7592	31206	15657	3078	48253	16921	12983	96892	65784	215816	'80	**Massachusetts**
	'79	5443	4070	10578	10023	24671	30725	1783	11320	43828	16028	4173	54170	21608	16528	112507	61115	247584	'79	
Michigan	'80	14325	12552	20473	19116	52141	60802	5305	25786	91893	42353	11088	94604	44731	37302	230168	60960	449487	'80	**Michigan**
	'79	15910	25368	30263	27217	82848	84873	9851	38147	132871	47192	16997	134212	60369	52980	311750	68064	611443	'79	
Minnesota	'80	3290	4350	7264	8561	20175	24498	933	6921	32352	19079	2810	45136	23466	13116	103396	32510	191723	'80	**Minnesota**
	'79	2744	6786	11656	9989	28431	33080	1898	9578	44556	14809	3706	51136	24451	16491	110593	30696	217220	'79	
Mississippi	'80	547	1194	1644	1077	3915	11899	762	2895	15556	6292	1288	13439	7775	6505	35299	14283	69600	'80	**Mississippi**
	'79	832	1859	2104	1549	5512	19110	1641	5824	26575	6640	2193	18269	9329	8232	44663	15479	93081	'79	
Missouri	'80	2011	3567	5646	5337	14550	25172	1552	7755	34479	18016	3351	35180	19653	14155	88335	38627	176002	'80	**Missouri**
	'79	2625	5888	7533	8009	21430	35583	2776	12224	50583	16603	5066	45096	24210	18254	110131	38336	223105	'79	
Montana	'80	802	365	788	629	1782	2862	153	1255	4270	1798	296	4811	1564	1245	9714	8832	25400	'80	**Montana**
	'79	436	864	991	742	2597	3256	292	1398	4945	1103	303	4143	1592	1307	8448	7871	24297	'79	
Nebraska	'80	742	1222	1580	1804	4606	7237	434	2795	10466	4776	754	12584	4813	3768	26695	12595	55104	'80	**Nebraska**
	'79	707	2054	2498	2544	7096	10563	917	4065	15545	4128	1325	14558	6509	5344	31864	12217	67429	'79	
Nevada	'80	1088	494	1214	785	2493	5507	402	857	6766	1895	1255	6090	2448	2258	13946	12660	36921	'80	**Nevada**
	'79	608	893	1636	784	3313	6966	706	1767	9439	1825	1729	6653	2690	3124	16021	13251	42632	'79	
New Hampshire	'80	1723	671	2136	1768	4575	5450	270	1998	7718	3652	714	12827	3761	3972	24926	20702	59644	'80	**New Hampshire**
	'79	1366	1039	3145	2645	6829	7627	582	2830	11039	3614	1068	14264	4586	4886	28418	23122	71394	'79	
New Jersey	'80	5714	5376	11811	9409	26596	33929	3341	10855	48125	32910	12747	72512	30964	27778	176911	108024	365370	'80	**New Jersey**
	'79	5727	6672	13679	12352	32903	44337	5114	16767	66218	28492	15737	76416	30652	29698	181195	89231	375274	'79	
New Mexico	'80	631	640	950	956	2546	5824	407	2172	8403	2565	785	7949	3303	2842	17444	14737	43761	'80	**New Mexico**
	'79	746	1191	1445	1067	3703	8269	848	3422	12539	2535	1103	9615	4317	3265	20835	14444	52267	'79	
New York	'80	11568	11234	20575	21561	53370	54000	3741	17480	75221	55188	20796	131208	61749	43015	311956	153349	605464	'80	**New York**
	'79	11090	19118	32646	30734	82498	77122	6788	26452	110360	49141	25970	155119	61254	51553	343037	134083	681068	'79	
North Carolina	'80	2326	1945	3743	3574	9267	26548	1118	7014	34680	15555	3967	41879	15989	16501	93891	61043	201207	'80	**North Carolina**
	'79	3309	3905	6315	5966	16186	37579	2590	11346	51515	16878	5542	50124	20695	21399	114638	65507	251155	'79	
North Dakota	'80	375	705	834	1013	2552	2976	186	1148	4310	1520	295	5529	2069	1651	11064	4710	23011	'80	**North Dakota**
	'79	374	1183	1201	1275	3659	3987	402	1583	5972	1549	453	6107	2761	2132	13002	4744	27751	'79	
Ohio	'80	10344	7771	16547	16014	40332	50914	3125	17209	71248	41222	8702	102417	47079	34214	233634	83048	438606	'80	**Ohio**
	'79	11894	15142	22961	23554	61657	78424	6365	25985	110774	43328	14027	130280	61104	48230	296969	78410	559704	'79	
Oklahoma	'80																		'80	**Oklahoma**
	'79																		'79	
Oregon	'80	1464	874	1731	1831	4436	9821	436	2556	12813	4693	1697	14764	5899	4103	31156	51616	101485	'80	**Oregon**
	'79	1811	1912	2503	2446	6861	13431	958	4783	19172	4032	2386	17367	7248	5646	36689	52724	117257	'79	
Pennsylvania	'80	13922	8932	17614	20254	46800	50299	2457	15091	67847	38320	9354	104252	37438	32935	222299	117065	467933	'80	**Pennsylvania**
	'79	13799	14373	24486	25224	64083	68632	4702	21013	94347	35911	13463	118824	43897	39805	251900	110611	534740	'79	
Rhode Island	'80	1167	445	1265	942	2652	3699	198	1126	5023	2436	529	5939	2931	2112	13947	10902	33691	'80	**Rhode Island**
	'79	1334	901	1814	1816	4531	4880	376	2106	7362	2706	840	7420	3303	2437	16715	9887	39829	'79	
South Carolina	'80	840	1482	2658	1947	6087	15622	705	4168	20495	9168	1603	20902	9542	8483	49698	31777	108897	'80	**South Carolina**
	'79	1167	2385	3071	2923	8389	20720	1239	6814	28833	8734	2417	24502	10715	10350	56719	30425	125633	'79	
South Dakota	'80	379	589	790	840	2219	2984	167	1123	4274	1448	221	4788	1573	1316	9346	3875	20093	'80	**South Dakota**
	'79	313	1130	1103	1144	3377	4070	321	1699	6090	1452	324	5325	2150	1494	10745	3887	24412	'79	
Tennessee	'80	1699	2231	4016	3196	9443	19647	1346	8240	28233	11696	3396	28649	14041	11997	69689	42118	148176	'80	**Tennessee**
	'79	1929	3851	5153	4116	12920	28837	2574	9375	40786	12597	5336	36851	18901	17268	90953	40309	186897	'79	
Texas	'80	5509	9106	10185	10255	29546	83883	8639	26683	119205	60975	21390	113824	74366	47773	318270	136274	607804	'80	**Texas**
	'79	5546	15993	13568	12278	41839	113357	12265	39399	165021	54345	28322	143287	78858	58188	363000	122580	697986	'79	
Utah	'80	609	539	931	778	2248	3910	234	1424	5568	1923	560	7087	2136	1655	13360	13061	34846	'80	**Utah**
	'79	691	1211	1669	1341	4221	7847	577	2855	11279	2228	972	9768	3200	2483	18651	15463	50305	'79	
Vermont	'80	658	344	833	1295	2472	2086	61	1245	3392	1382	120	4780	1024	1217	8502	8651	23675	'80	**Vermont**
	'79	568	548	1306	1727	3581	2680	132	1609	4421	1333	286	5841	1237	1491	10218	8218	27006	'79	
Virginia	'80	3878	2548	5497	6472	14517	26017	1128	6153	33298	18574	3404	48171	15684	13752	99485	65106	216463	'80	**Virginia**
	'79	2998	5417	9188	7971	22574	38426	2309	9990	50725	10625	5309	51541	18256	18778	104511	62342	243150	'79	
Washington	'80	1523	1282	3444	2225	6931	16253	601	5114	21978	6257	1708	22862	6848	5078	42751	67094	140277	'80	**Washington**
	'79	1818	3077	5506	3577	12160	21075	1289	7706	30070	5688	2824	26788	9390	6354	51244	71120	166412	'79	
West Virginia	'80	2315	1272	2621	2589	6482	7668	380	2320	10368	4024	774	16010	4731	4255	29794	14248	63127	'80	**West Virginia**
	'79	2101	2530	3688	4085	10303	11841	872	3656	16369	4468	1354	18833	6031	5269	35755	14069	79497	'79	
Wisconsin	'80	5401	3242	7340	7978	18560	19585	918	6857	27360	16336	2023	34167	18515	16457	87498	32594	171413	'80	**Wisconsin**
	'79	6743	5561	10492	10440	26493	28894	2032	10814	41740	17706	3228	44813	22501	20948	109196	31506	215680	'79	
Wyoming	'80	781	342	664	411	1417	2383	172	1079	3634	1299	383	2969	1298	1374	7125	6465	19422	'80	**Wyoming**
	'79	342	520	701	530	1751	2786	311	1547	4644	1181	411	3213	1376	1440	7627	6318	20682	'79	
Dist. of Columbia	'80	174	370	456	488	1314	2028	185	546	2759	791	648	3148	1299	895	6781	5604	16632	'80	**Dist. of Columbia**
	'79	118	607	809	678	2094	3879	333	951	5163	953	897	4232	1512	1501	9095	6027	22497	'79	
Federal Government	'80	514	24	413	1211	1648	13420		36	13456	156	4	2022	177	95	2454	48	18120	'80	**Federal Government**
	'79	909	228	2645	1680	4553	13569	3	20	13592	180	4	3664	105	88	4041	28	23123	'79	
United States Total	'80	159678	138385	250556	236522	625463	1046987	72740	328361	1448088	707544	212557	1725474	907000	512794	4065769	2472839	8760837	'80	**United States Total**
	'79	156926	243842	367387	323225	934454	1475178	128262	498326	2101766	687182	307897	2106404	931836	774525	4807844	2365705	10366695	'79	

Registrations for the state of Oklahoma are not available.

U.S. registrations since 1930



* Dotted line represents total of Nash & Hudson before formation of AMC.

U. S. NEW-CAR REGISTRATIONS BY MAKES, 1966-1980

	1966	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980
Chevrolet	2,158,811	1,978,758	2,060,249	2,060,202	1,668,288	2,195,345	2,289,407	2,455,063	1,973,706	1,749,877	2,035,858	2,205,566	2,294,990	2,106,404	1,725,874
Pontiac	830,856	834,146	877,382	759,605	544,715	680,097	712,775	807,546	504,081	478,142	706,460	800,230	857,083	774,525	612,794
Oldsmobile	580,550	551,274	624,262	642,889	461,732	666,958	729,153	808,889	519,082	604,882	867,485	953,875	967,896	931,836	807,000
Buick	569,131	565,313	627,159	677,319	493,207	726,542	646,526	696,333	428,194	489,290	700,778	735,396	762,532	687,182	707,544
Cadillac	196,498	209,546	205,593	243,905	165,042	253,002	257,795	285,709	219,993	256,135	293,716	325,724	335,053	307,897	212,557
GENERAL MOTORS	4,335,846	4,139,037	4,394,645	4,419,920	3,332,984	4,521,944	4,635,656	5,053,540	3,645,056	3,578,326	4,604,297	5,020,791	5,217,554	4,807,844	4,065,769
Ford	1,991,520	1,520,711	1,803,271	1,880,384	1,848,669	1,913,033	2,058,676	2,137,123	1,756,811	1,481,169	1,665,619	1,791,414	1,769,077	1,475,178	1,046,887
Mercury	308,049	295,511	367,515	352,137	310,375	384,152	396,186	413,677	330,513	332,173	408,121	489,160	560,299	498,326	326,361
Lincoln	49,324	35,218	57,486	58,835	56,654	66,092	94,434	116,115	84,693	91,496	115,801	172,853	178,873	128,262	72,740
FORD MOTOR CO.	2,348,893	1,851,440	2,228,272	2,291,356	2,215,698	2,363,277	2,549,296	2,666,915	2,172,017	1,904,838	2,189,541	2,453,427	2,508,249	2,101,766	1,445,988
Plymouth	598,160	627,173	709,823	658,987	681,760	687,115	709,884	748,699	597,276	404,408	526,957	436,027	394,534	323,225	236,522
Dodge	543,560	491,919	581,476	538,381	504,097	545,785	562,985	587,937	462,872	344,697	460,647	448,128	427,946	367,387	250,556
Chrysler	230,182	206,399	220,786	211,727	153,168	156,195	178,951	163,075	107,802	212,809	271,061	303,480	189,631	243,842	138,385
Imperial	14,609	15,901	15,778	18,860	10,753	12,089	14,321	12,809	12,252	4,764	411	....	....	....	....
CHRYSLER CORP.	1,386,511	1,341,392	1,527,863	1,427,955	1,349,778	1,401,184	1,466,141	1,512,520	1,180,202	966,678	1,259,076	1,187,635	1,112,111	934,454	625,463
AMERICAN MOTORS	265,712	237,785	259,346	239,937	254,327	245,805	301,973	392,105	329,431	307,618	247,032	182,539	157,797	156,926	150,878
Misc. Domestic	7,636	8,440	7,969	5,739	4 456	4,673	5,326	6,002	5,240	3,452	4,902	5,330	4,299	4,652	3,659
Imports	658,123	779,220	985,767	1,061,617	1,230,961	1,293,743	1,529,402	1,719,913	1,369,148	1,500,928	1,446,637	1,976,512	1,946,094	2,351,053	2,469,180
TOTAL	9,008,488	8,357,421	9,403,862	9,446,524	8,388,204	9,830,626	10,487,794	11,350,995	8,701,094	8,261,840	9,751,485	10,826,234	10,946,104	10,356,695	8,760,937

SALES PER OUTLET BY MAKE, 1961-1980

	1980	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969	1968	1967	1966	1965	1964	1963	1962	1961
Chevrolet	303	364	394	381	350	302	332	408	352	355	268	326	323	307	330	365	317	319	305	231
Oldsmobile	251	286	302	294	272	192	158	241	208	200	139	191	184	161	168	175	147	135	125	93
Buick	239	234	256	245	244	171	141	224	198	206	160	220	203	182	183	195	154	145	128	93
Ford	204	269	326	335	308	276	318	380	345	337	323	321	303	250	321	317	273	240	223	199
Pontiac	195	241	277	249	233	155	151	244	204	204	163	235	258	244	240	238	197	173	150	105
Cadillac	133	193	215	207	190	166	138	178	150	154	101	149	126	128	119	112	88	91	86	80
Mercury	117	172	195	172	143	119	117	145	133	119	116	132	140	115	122	132	123	114	129	123
Dodge	108	133	158	162	166	117	149	186	166	167	158	164	177	154	173	168	157	144	96	86
Plymouth	97	110	133	143	174	127	176	216	187	185	186	174	186	165	157	166	138	131	96	88
AMC	88	97	105	112	140	177	176	205	141	114	109	104	112	100	104	115	125	139	139	125
Chrysler	50	76	89	96	86	70	36	51	52	48	44	59	61	58	66	59	42	38	41	37
Lincoln	45	80	115	112	76	62	56	76	60	45	41	44	47	31	46	41	36	31	31	30
Imperial*	6	—	—	—	—	—	—	—	—	—	4	13	11	11	10	12	15	11	10	9

*—Imperial was not marketed as a separate domestic make before 1980: It was a Chrysler nameplate from 1971 to 1975.

U. S. NEW-CAR REGISTRATIONS BY MAKES, 1950 - 1965

	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
Chevrolet	1,420,399	1,067,042	852,542	1,342,480	1,417,453	1,640,681	1,565,399	1,456,288	1,234,414	1,419,131	1,696,925	1,589,734	2,078,029	2,161,653	2,124,905	2,424,358
Pontiac	440,528	337,821	266,351	385,592	358,167	530,007	358,668	319,719	229,831	382,137	399,646	372,871	528,654	606,791	687,902	831,448
Oldsmobile	372,519	273,472	218,189	305,593	407,150	589,515	437,899	371,596	306,566	360,525	355,798	328,586	440,995	474,786	513,134	608,930
Buick	535,807	392,285	310,806	454,320	613,497	737,879	529,371	394,553	263,981	245,909	267,837	290,623	400,267	454,237	481,043	608,620
Cadillac	101,825	97,093	87,806	98,612	110,328	141,038	132,952	141,209	122,651	135,387	149,593	142,195	151,528	159,233	151,638	189,661
GENERAL MOTORS	2,871,078	2,167,713	1,735,694	2,586,697	2,806,595	3,639,120	3,024,286	2,683,365	2,157,443	2,543,089	2,869,799	2,724,009	3,599,473	3,866,700	3,958,622	4,663,017
Ford	1,166,118	862,309	732,481	1,116,267	1,400,440	1,573,882	1,375,343	1,493,617	1,028,893	1,471,249	1,420,352	1,330,235	1,471,514	1,559,108	1,749,014	1,998,385
Mercury	318,217	233,339	185,883	287,717	269,926	371,837	274,603	260,573	136,295	157,972	308,239	309,098	321,817	288,884	311,574	331,367
Edsel	....	....	....	....	....	....	....	26,681	38,601	40,778	....	....	....	....	....	....
Lincoln	34,318	25,816	29,110	39,169	36,251	35,017	44,162	37,298	26,605	28,815	20,711	31,126	31,533	31,517	36,897	42,636
FORD MOTOR CO.	1,518,653	1,121,464	947,474	1,443,153	1,706,617	1,980,736	1,694,108	1,818,169	1,230,394	1,698,814	1,749,302	1,670,459	1,824,864	1,879,509	2,097,485	2,372,388
Plymouth	547,367	542,649	433,134	600,447	381,078	647,352	483,756	595,503	391,104	390,104	445,590	299,683	301,158	426,332	492,775	624,779
Dodge	300,104	298,603	246,464	288,812	154,789	284,323	220,208	257,488	135,538	167,277	356,572	225,945	238,053	379,026	462,551	521,783
DeSoto	115,023	112,643	91,677	122,342	76,739	118,062	100,766	103,915	47,894	42,488	23,063	....	....	....	....	....
Chrysler	151,300	149,435	113,392	153,756	101,741	156,458	106,853	106,436	58,573	64,424	79,752	94,387	114,131	114,062	137,029	202,559
Imperial	....	....	....	....	....	....	10,460	33,017	14,823	18,498	16,360	11,747	13,558	15,266	21,157	17,214
CHRYSLER CORP.	1,113,794	1,103,330	884,667	1,165,357	714,347	1,206,195	922,043	1,096,359	647,932	682,791	921,337	631,762	666,900	934,686	1,113,512	1,366,335
Nash	162,224	93,675	91,304	97,527	41,116	37,197	25,271	9,474	....	....	....	....	....	....	....	....
Hudson	134,219	96,847	78,509	66,797	34,806	20,522	11,822	4,596	....	....	....	....	....	....	....	....
Rambler	13,498	46,360	51,216	39,823	35,613	72,227	70,867	91,469	186,373	363,372	422,273	370,685	423,104	428,346	379,412	324,669
Metropolitan	....	....	....	....	7,018	6,807	7,145	11,791	....	....	....	....	....	....	....	....
AMERICAN MOTORS	....	....	....	....	118,553	136,753	115,105	117,330	186,373	363,372	422,273	370,685	423,104	428,346	379,412	324,669
Studebaker	268,229	205,514	157,902	161,257	95,914	95,761	76,402	62,565	47,798	133,382	106,244	72,155	77,877	64,570	26,073	12,042
Packard	73,155	66,999	66,346	71,079	38,396	52,103	28,396	5,189	....	....	....	....	....	....	....	....
STUDEBAKER-PACKARD	....	....	....	....	....	147,864	104,798	67,754	47,798	133,382	106,244	72,155	77,877	64,570	26,073	12,042
Kaiser	85,832	52,286	41,022	22,825	8,889	959	....	....	....	....	....	....	....	....	....	....
Frazer	11,884	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....
Henry J	14,339	51,372	28,718	10,710	1,123	....	....	....	....	....	....	....	....	....	....	....
Allstate	....	....	1,566	675	....	....	....	....	....	....	....	....	....	....	....	....
Willys	33,926	26,049	41,016	42,433	17,002	6,267	....	....	....	....	....	....	....	....	....	....
KAISER-FRAZER	112,055	103,658	71,306	....	....	....	....	....	....	....	....	....	....	....	....	....
KAISER-WILLYS	....	....	....	76,643	27,014	7,226	....	....	....	....	....	....	....	....	....	....
Austin	5,452	3,800	4,804	3,087	....	....	....	....	....	....	....	....	....	....	....	....
Crosley	6,896	5,304	2,679	....	....	....	....	....	....	....	....	....	....	....	....	....
Miscellaneous*	13,259	20,190	25,477	27,412	28,028	52,014	94,908	199,365	384,574	619,827	507,695	385,677	346,645	392,906	490,046	575,461

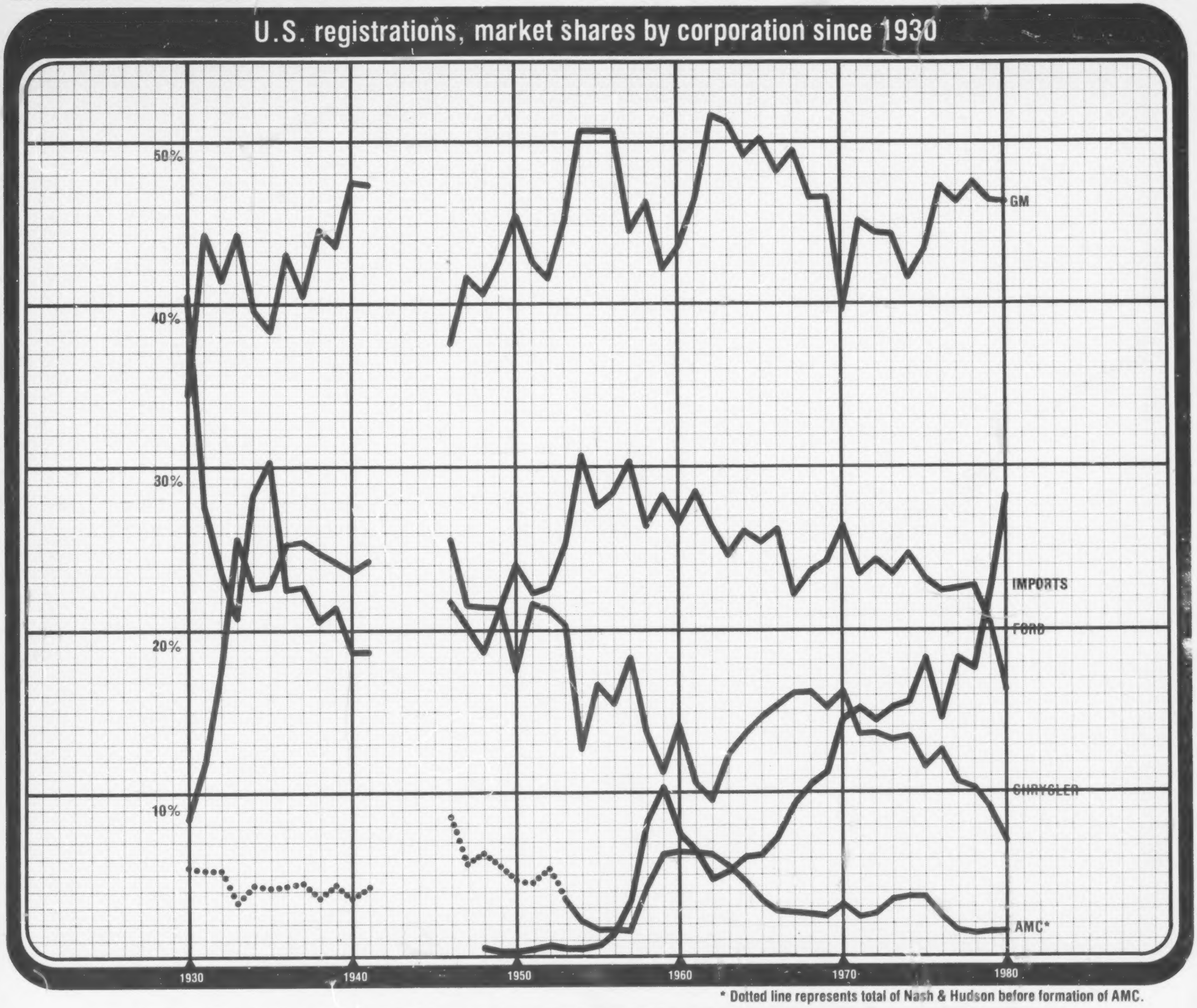
*Includes Imports

U. S. NEW-CAR REGISTRATIONS BY MAKE, 1930-1949

	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1946	1947	1948	1949
Chevrolet	618,901	583,387	322,860	474,493	534,906	656,698	930,250	768,040	464,337	598,834	853,529	880,346	329,601	640,709	709,609	1,031,466
Pontiac	90,039	86,139	47,926	85,348	72,645	140,122	171,669	212,400	98,399	159,836	235,815	286,123	113,109	206,411	228,939	321,033
Oldsmobile	50,503	46,980	24,128	35,295	71,675	149,375	178,488	188,302	92,398	146,412	201,256	230,367	93,094	180,078	175,531	269,351
Buick	122,645	90,871	49,708	43,809	53,067	87,635	160,687	205,304	166,380	218,995	295,513	308,615	126,322	246,115	244,762	372,425
Cadillac	12,078	11,135	6,269	3,903	4,899	6,692	11,766	11,234	10,639	13,090	21,965	60,242	23,666	53,379	59,379	80,880
LaSalle	11,262	6,883	3,848	3,709	5,182	11,775	13,992	28,906	15,732	22,197	16,599	....	....	....	....	....
GENERAL MOTORS	905,428	825,395	454,739	646,557	752,375	1,052,297	1,466,852	1,414,186	847,885	1,159,364	1,624,677	1,765,693	685,792	1,326,692	1,418,220	2,075,155
Ford	1,055,105	528,539	258,927	311,113	530,528	826,519	748,554	765,933	363,688	481,496	542,755	602,013	326,822	532,646	486,886	806,766
Mercury	....	....	....	....	....	....	....	....	6,835	65,884	80,418	81,874	61,187	111,198	137,512	186,629
Lincoln	4,356	3,465	3,179	2,112	2,061	2,370	15,567	25,242	16,991	19,940	21,004	18,769	10,798	24,081	32,638	57,691
FORD MOTOR CO.	1,059,461	532,004	262,106	313,225	532,589	828,889	764,121	791,175	387,514	567,320	644,177	702,656	398,807	667,925	567,038	1,031,086
Plymouth	64,305	94,276	111,926	249,667	302,557	382,985	499,580	462,268	286,241	348,807	440,093	452,187	211,800	313,118	347,174	527,915
Dodge	64,155	53,086	28,111	86,062	90,139	178,880	248,518	255,264	104,881	176,585	197,252	215,563	135,488	209,552	213,923	273,530
DeSoto	35,267	28,429	25,311	21,260	11,447	26,952	45,088	74,421	35,259	51,951	71,943	91,004	54,420	72,966	82,454	103,311
Chrysler	60,908	52,644	26,016	28,677	28,052	40,536	58,698	91,624	46,184	63,956	100,117	143,025	65,532	93,871	105,315	130,516
CHRYSLER CORP.	224,635	228,435	191,364	385,666	432,195	629,243	851,884	883,587	472,565	641,299	809,405	901,779	467,240	689,507	748,866	1,035,272
Nash	51,086	39,366	20,233	11,353	23,616	35,184	43,070	70,568	31,814	54,050	52,853	77,824	85,169	102,808	104,156	135,328
Hudson	30,466	19,188	8,641	2,946	19,307	53,838	78,371	74,208	40,889	62,855	79,979	73,261	72,484	83,344	109,497	137,907
Terraplane	63,338	42,543	28,778	35,831	40,510	21,587	20,825	15,819	....	....	....	....	....	....	....	....
Studebaker	56,525	46,532	41,968	36,242	41,560	39,573	67,835	70,054	41,504	84,660	102,281	114,331	58,051	102,123	143,120	199,460
Packard	28,318	16,252	11,058	9,081	6,552	37,653	68,772	95,463	49,163	62,005	73,794	69,653	36,435	47,875	77,843	97,771
Kaiser	....	....	....	....	....	....	....	....	....	....	....	....	3,501	55,571	108,367	57,995
Frazer	....	....	....	....	....	....	....	....	....	....	....	....	1,873	51,158	57,994	15,827
Willys	65,766	51,341	25,898	15,314	6,576	10,439	12,423	51,418	13,012	14,734	21,418	22,102	2,329	23,400	21,408	28,576
KAISER-FRAZER	....	....	....	....	....	....	....	....	....	....	....	....	5,374	106,729	166,361	73,822
Auburn-Cord	13,149	30,951	11,646	5,038	5,536	5.163	3,022	1,292	....	....	....	....	....	....	....	....
Austin	4,354	2,941	2,520	3,675	1,057	....	....	....	....	....	....	....	....	....	....	....
Crosley	....	....	....	....	....	....	....	....	....	....	....	....	2,868	15,934	25,400	10,175
Franklin	7,511	3,881	1,829	1,329	360	....	....	....	....	....	....	....	....	....	....	....
Graham	30,137	19,207	12,858	10,128	12,887	15,965	16,439	13,987	4,139	3,660	1,856	....	....	....	....	....
Huppmobile	24,307	17,425	10,794	6,726	6,566	7,450	1,556	396	1,020	907	211	....	....	....	....	....
Pierce-Arrow	6,795	4,522	2,692	2,151	1,740	875	787	166	....	....	....	....	....	....	....	....
Reo	11,449	6.761	3,870	3,623	3,854	3,894	3,146	....	....	....	....	....	....	....	....	....
Miscellaneous*	43,343	21,272	5,405	5,908	1,277	1,858	5,294	1,441	3,016	1,516	5,254	3,867	647	894	19,043	13,790

*—Includes imports.

U.S. registrations, market shares by corporation since 1930

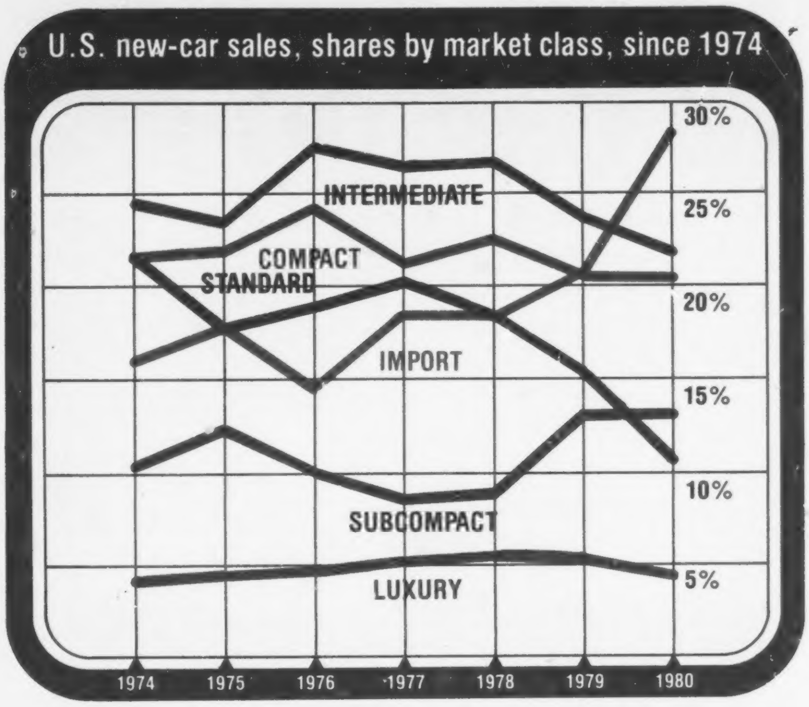


* Dotted line represents total of Nash & Hudson before formation of AMC.

MARKET SHARES BY CORPORATION, U. S. REGISTRATIONS, SINCE WORLD WAR II

Year	GM	Ford	Chrysler	AMC*	Studebaker-Packard*	Kaiser-Frazer, Willys	Miscellaneous Domestic	Imports
1946	37.78	21.97	25.74	8.68	5.21	0.42	0.20	—
1947	41.89	21.09	21.77	5.88	4.73	4.11	0.53	—
1948	40.63	18.82	21.45	6.12	6.33	5.38	0.81	0.46
1949	42.89	21.31	21.40	5.65	6.14	2.12	0.24	0.25
1950	45.48	24.00	17.61	4.90	5.40	2.30	0.15	0.26
1951	42.83	22.16	21.80	4.68	5.38	2.57	0.17	0.41
1952	41.74	22.78	21.27	5.31	5.39	2.71	0.09	0.71
1953	45.07	25.15	20.31	3.55	4.05	1.34	0.02	0.51
1954	50.70	30.83	12.90	2.01	2.43	0.47	0.07	0.59
1955	50.76	27.63	16.82	1.81	2.06	0.10	0.01	0.81
1956	50.78	28.45	15.48	1.81	1.76	—	0.07	1.65
1957	44.85	30.39	18.33	1.77	1.13	—	0.07	3.46
1958	46.36	26.44	13.92	4.01	1.08	—	0.07	8.12
1959	42.10	28.12	11.30	6.01	2.21	—	0.09	10.17
1960	43.64	26.60	14.01	6.42	1.62	—	0.13	7.58
1961	46.53	28.53	10.79	6.33	1.23	—	0.12	6.47
1962	51.87	26.30	9.61	6.10	1.12	—	0.11	4.89
1963	51.04	24.87	12.37	5.67	0.85	—	0.10	5.10
1964	49.08	26.01	13.81	4.71	0.32	—	0.07	6.00
1965	50.07	25.47	14.67	3.49	0.13	—	0.06	6.11
1966	48.13	26.08	15.39	2.95	0.06	—	0.08	7.31
1967	49.53	22.15	16.05	2.85	—	—	0.10	9.32
1968	46.73	23.70	16.25	2.76	—	—	0.08	10.48
1969	46.79	24.25	15.12	2.54	—	—	0.06	11.24
1970	39.73	26.42	16.09	3.03	—	—	0.05	14.68
1971	45.16	23.52	13.71	2.50	—	—	0.05	15.06
1972	44.40	24.39	13.80	2.83	—	—	0.05	14.53
1973	44.32	23.50	13.33	3.45	—	—	0.05	15.15
1974	41.89	24.96	13.56	3.79	—	—	0.06	15.74
1975	43.31	23.06	11.70	3.72	—	—	0.04	18.17
1976	47.22	22.45	12.91	2.53	—	—	0.05	14.84
1977	46.37	22.66	10.97	1.69	—	—	0.04	18.26
1978	47.67	22.91	10.16	1.44	—	—	0.05	17.78
1979	46.42	20.29	9.02	1.52	—	—	0.05	22.70
1980	46.41	16.51	7.14	1.72	—	—	0.04	28.18

*—And predecessors


U.S. new-car sales, shares by market class, since 1974

REGISTRATION RECORDS

Best years for new vehicles

CARS

1973	11,350,995
1978	10,946,104
1977	10,826,234
1972	10,487,794
1979	10,356,695
1971	9,830,626
1976	9,751,485
1969	9,446,524
1968	9,403,862
1965	9,313,912
1966	9,008,488
1980	8,760,937
1974	8,701,094
1970	8,388,204
1967	8,357,421
1975	8,261,840
1964	8,065,150
1963	7,556,717
1955	7,169,908
1962	6,938,863
1960	6,576,650
1950	6,326,438
1959	6,041,275
1957	5,982,342
1956	5,955,248
1961	5,854,747
1953	5,736,989

TRUCKS

1978	3,963,340
1977	3,509,328
1979	3,472,209
1976	3,058,009
1973	3,029,074
1974	2,656,918
1972	2,513,952
1980	2,476,777
1975	2,397,417
1971	1,993,186
1969	1,888,812
1970	1,790,177
1968	1,775,601
1966	1,610,450
1965	1,518,426
1967	1,510,289
1964	1,361,772
1963	1,244,224
1950	1,142,307
1962	1,066,725
1948	1,035,174
1951	1,003,850
1949	961,961
1955	957,001
1960	943,485
1959	942,133

NAMEPLATE SALES PER U. S. OUTLET

PER U. S. OUTLET

U. S. new-car sales by market class:

Subcompact

Position 1980		Position 1979
1—65	Chevette	64— 1
2—51	Horizon	50— 2
3—44	Omni	45— 3
4—42	Sunbird	28— 6
5—30	Spirit	33— 5
6—27	Pinto	34— 4
7—26	Monza	24— 7
8—12	Escort	*
9—10	Bobcat	15— 8
10— 7	Lynx	*
11— 2	Skyhawk	6— 9
11— 2	Starfire	5—10

*—New nameplate in 1980.

Compact

Position 1980		Position 1979
1—65	Citation	52— 4
2—50	Skylark	37— 8
3—54	Fairmont	62— 1
4—43	Mustang	55— 3
5—39	Concord	51— 5
6—31	Zephyr	34—10
6—31	Phoenix	25—12
8—28	Volare	56— 2
9—26	Firebird	46- 6
9—26	Omega	15—15
11—22	Aspen	43— 7
11—22	Capri	30—11
13—20	Camaro	35— 9
14—19	Eagle	8—16
15—13	Reliant	*
16—11	Aries	*
17— 1	Pacer	5—17

*—New nameplate in 1980.

Intermediate

Position 1980		Position 1979
1—79	Cutlass Supreme	121— 1
2—66	Regal	81— 2
3—65	Cutlass	34— 9
4—49	Century	21—11
5—46	Malibu	58— 3
6—37	Grand Prix	55— 4
7—29	Monte Carlo	55— 4
8—27	LeMans	36— 8
9—24	Thunderbird	39— 7
10—23	LeBaron	30—10
11—19	XR-7	41— 6
12—17	Granada	**
13—16	Cordoba	19—12
14—14	Diplomat	16—13
15—11	Mirada	9—14
15—11	Monarch	**
17— 1	LTD II	5—15

**—Granada and Monarch were classified as compacts in 1979. The 1979 averages were Granada, 25; Monarch, 19.

Standard

Position 1980		Position 1979
1—45	Oldsmobile 88	68— 2
1—45	Chevrolet	76— 1
3—33	Pontiac	53— 3
4—29	LeSabre	43— 5
5—27	Ford	45— 4
6—23	Oldsmobile 98	27— 8
7—21	Electra	29— 7
8—19	Mercury	32— 6
9—10	Chrysler	27— 8
10— 6	St. Regis	10—10
11— 5	Gran Fury	*

*—Not offered in 1979.

Luxury

Position 1980		Position 1979
1—78	Cadillac	126— 1
2—32	Eldorado	36— 2
3—24	Mark VI	35— 4
4—21	Seville	27— 5
5—20	Lincoln	37— 3
6—15	Riviera	16— 6
7—12	Toronado	14— 7
8— 6	Corvette	6— 9
9— 6	Imperial	*
10— 3	Versailles	8— 8

*—New nameplate in 1980.

1958-1980

DOMESTIC SALES

Retail sales of U. S. new cars

1958	4,289,099
1959	5,485,524
1960	6,142,402
1961	5,556,102
1962	6,752,919
1963	7,334,200
1964	7,616,858
1965	8,763,197
1966	8,376,993
1967	7,567,884
1968	8,624,819
1969	8,464,375
1970	7,115,537
1971	8,676,284
1972	9,321,502
1973	9,669,689
1974	7,448,921
1975	7,050,120
1976	8,606,573
1977	9,104,454
1978	9,307,998
1979	8,315,622
1980	6,578,309

MARKET-CLASS COMPARISONS

(BY MONTH, JANUARY, 1974 - FEBRUARY, 1981 — BY YEAR, 1970 - 1980)

		Subcompact	Compact	Intermediate	Standard	Luxury	Import	Total Sales
January	1974	13.78	22.58	21.05	20.61	3.27	18.71	677,685
	1975	14.43	23.90	20.36	17.47	4.03	19.81	577,035
	1976	11.74	24.84	26.40	18.76	4.84	13.42	678,893
	1977	8.81	20.30	28.08	20.57	5.21	17.03	724,725
	1978	9.75	21.67	24.66	18.31	4.99	20.62	686,396
	1979	12.27	20.12	23.98	18.93	6.97	17.73	783,489
	1980	14.38	19.68	21.13	12.65	5.14	27.02	805,378
	1981	16.42	19.68	21.49	10.41	4.59	27.41	647,197
February	1974	13.33	22.38	21.89	22.51	3.10	16.79	681,656
	1975	14.62	26.86	18.39	15.02	3.56	21.55	682,838
	1976	10.54	25.14	26.81	18.70	4.62	14.19	758,249
	1977	7.94	20.86	27.65	20.61	5.15	17.79	810,078
	1978	10.40	21.36	25.24	19.25	4.60	19.15	776,672
	1979	14.19	20.99	21.81	16.85	6.49	19.67	841,262
	1980	15.33	20.72	20.07	12.46	4.33	27.09	810,905
	1981	18.59	20.43	19.41	8.61	4.14	28.82	763,664
March	1974	11.44	23.14	22.73	22.92	3.75	16.02	777,830
	1975	10.81	22.80	22.37	17.98	4.33	21.71	668,522
	1976	9.24	25.28	27.48	19.30	4.92	13.78	945,777
	1977	7.04	21.22	28.60	20.83	4.92	17.39	1,083,819
	1978	10.45	21.56	25.99	18.73	5.19	18.08	1,077,650
	1979	15.10	20.62	20.53	15.43	5.76	22.53	1,115,671
	1980	16.33	22.51	21.27	10.98	3.82	25.09	894,636
April	1974	10.82	24.50	25.24	21.97	3.65	13.82	814,925
	1975	10.03	19.85	24.76	18.83	5.06	21.47	659,197
	1976	9.58	24.58	27.87	19.35	4.92	13.70	913,124
	1977	7.65	21.08	27.01	19.62	4.57	20.07	1,028,369
	1978	10.00	22.23	26.25	19.41	4.85	17.26	1,042,940
	1979	12.98	24.21	20.70	14.20	5.26	22.65	987,302
	1980	15.34	21.99	21.04	10.35	4.09	27.19	742,607
May	1974	10.80	25.67	25.92	20.52	4.11	12.98	880,812
	1975	9.82	22.58	25.55	18.43	5.06	18.56	740,132
	1976	9.58	23.97	28.09	19.84	4.70	13.82	920,427
	1977	7.73	20.65	27.39	18.86	4.49	20.88	1,053,393
	1978	10.16	21.34	26.93	19.60	5.04	16.93	1,159,185
	1979	13.52	24.38	19.85	13.49	4.49	24.27	1,052,169
	1980	13.91	22.27	19.92	11.14	4.41	28.35	695,606
June	1974	9.59	23.89	27.24	22.57	2.92	13.79	809,103
	1975	11.02	23.15	24.72	17.22	4.35	19.54	769,028
	1976	10.12	24.24	27.50	20.66	4.29	13.19	955,146
	1977	8.31	21.44	28.15	19.96	4.48	17.66	1,116,214
	1978	9.59	21.79	27.50	20.21	4.43	16.48	1,137,249
	1979	13.75	24.89	21.20	13.56	4.13	22.47	904,000
	1980	14.52	21.32	21.30	11.69	4.02	27.15	701,345
July	1974	8.67	22.65	26.89	23.59	3.53	14.67	809,675
	1975	13.93	23.09	23.53	15.78	4.04	19.63	792,117
	1976	10.63	24.20	26.55	19.89	3.97	14.76	864,380
	1977	7.78	21.24	26.61	20.21	4.27	19.89	912,523
	1978	9.45	21.20	27.10	19.50	4.70	18.02	929,352
	1979	13.71	23.11	21.96	14.50	4.54	22.18	884,579
	1980	14.30	19.49	20.71	11.34	4.40	29.76	771,991
August	1974	9.24	23.39	25.31	21.49	3.03	17.54	809,189
	1975	13.17	23.78	22.43	14.84	3.97	21.81	683,326
	1976	11.75	25.58	24.83	15.24	3.05	19.10	760,909
	1977	9.55	20.64	23.69	19.83	4.36	21.93	930,422
	1978	10.62	20.48	26.31	16.62	4.42	21.55	957,260
	1979	10.33	21.72	23.69	16.68	4.59	22.99	915,550
	1980	16.77	19.30	20.75	10.17	4.03	28.98	684,928
September	1974	10.22	22.75	22.49	22.44	3.70	18.40	724,185
	1975	10.49	22.25	25.13	18.14	5.36	18.63	725,496
	1976	10.00	25.32	26.58	15.05	4.79	18.26	803,300
	1977	10.55	20.00	21.58	21.85	5.34	20.68	827,800
	1978	10.65	21.60	26.35	16.02	5.35	20.03	828,150
	1979	9.51	24.63	24.12	14.92	4.58	22.24	772,312
	1980	17.15	18.82	22.38	9.78	4.27	27.60	870,901
October	1974	9.58	20.75	23.65	23.58	5.48	16.96	755,664
	1975	12.98	22.36	25.65	20.55	5.57	12.89	888,046
	1976	8.09	22.49	29.27	19.15	5.18	15.82	867,416
	1977	9.02	23.26	25.63	21.92	6.00	14.17	1,013,52
	1978	8.85	23.01	27.85	19.48	6.33	14.48	1,033,68
	1979	13.09	20.91	25.93	14.58	6.40	19.09	890,827
	1980	16.02	21.52	24.97	10.77	5.12	21.60	846,776
November	1974	10.23	19.49	24.35	23.43	6.30	16.20	603,259
	1975	13.01	23.15	26.32	20.41	5.45	11.66	741,103
	1976	9.13	22.29	28.25	20.47	5.69	14.17	839,772
	1977	9.41	21.36	26.44	20.55	5.96	16.28	880,762
	1978	9.35	22.21	25.99	20.12	7.01	15.32	908,825
	1979	11.92	20.82	24.20	14.17	6.71	22.18	770,052
	1980	15.42	22.20	22.26	10.84	5.15	24.13	697,635
December	1974	10.12	20.11	25.21	22.97	6.20	15.39	507,292
	1975	12.95	21.56	25.45	19.81	5.75	14.48	700,743
	1976	8.87	21.31	28.34	22.06	5.52	13.90	806,557
	1977	9.24	21.36	25.20	19.68	5.74	18.78	795,291
	1978	10.19	22.00	24.56	19.54	7.62	16.09	769,352
	1979	12.50	20.91	21.69	14.94	6.35	23.61	725,317
	1980	15.51	21.41	20.23	10.51	4.97	27.37	649,101
Total for Year	1970	1.82	19.75	23.50	36.76	2.91	15.26	8,396,595
	1971	7.42	15.79	[illegible]	37.07	3.66	15.22	10,234,027
	1972	8.17	15.34	[illegible]	35.38	3.76	14.76	10,935,365
	1973	10.74	16.77	[illegible]	29.80	3.94	15.83	11,427,478
	1974	10.60	22.72	[illegible]	22.72	3.71	15.85	8,851,265
	1975	12.26	22.92	23.85	17.94	4.74	18.29	8,627,883
	1976	9.90	24.12	27.76	18.80	4.67	14.78	*10,099,573
	1977	8.52	21.16	26.40	20.37	5.00	18.55	*11,178,554
	1978	8.77	22.90	26.60	18.42	5.62	17.69	*11,303,909
	1979	12.86	20.89	23.79	15.14	5.47	21.85	*10,641,679
	1980	15.41	20.96	21.37	11.09	4.48	26.69	8,973,345

*—Import yearly total adjusted in each grand total.

DOMESTIC SALES BY NAMEPLATE

1980 Pos.	1980 Total	Make	1979 Total	1979 Pos.
1	374,706	Citation	308,437	6
2	373,988	Chevette	375,724	3
3	285,272	Fairmont	338,819	5
4	267,732	Malibu	344,233	4
5	261,819	Chevrolet	449,001	1
6	258,789	Cutlass Sup.	404,068	2
7	225,290	Mustang	304,053	7
8	210,784	Cutlass	114,092	30
9	199,207	Regal	249,379	9
10	177,140	VW Rabbit	166,839	19
11	175,741	Skylark	115,000	28
12	165,638	Monte Carlo	265,877	8
13	150,320	Monza	141,564	23
14	147,997	Olds 88	223,699	*
15	145,894	Century	62,210	41
16	142,819	Ford	245,565	10
17	142,467	Pinto	187,708	15
18	132,630	Sunbird	89,107	35
19	127,248	Thunderbird	215,698	12
20	126,151	Cadillac	206,164	13
21	118,414	Grand Prix	175,573	16
22	116,824	Camaro	204,742	14
23	105,398	Pontiac	171,301	17
24	98,952	Phoenix	80,857	39
25	89,429	LeSabre	129,554	24
26	88,371	Granada	141,737	22
27	87,262	Omega	50,098	48
28	87,032	Zephyr	99,335	32
29	81,592	Firebird	149,211	20
30	78,823	Horizon	84,668	†
31	77,911	LeMans	114,993	29
32	73,464	Olds 98	92,075	*
33	72,116	Volare	167,091	18
34	65,519	LeBaron	99,588	31
35	64,991	Concord	85,432	38
36	62,592	Capri	90,850	34
37	61,792	Electra	88,195	36
38	61,240	Omni	69,888	††
39	60,196	Escort	....	....
40	50,092	Aspen	117,777	27
41	53,971	TC3	62,072	†
42	52,645	Mercury	94,654	33
43	51,857	XR-7	121,184	26
44	49,723	Spirit	54,356	46
45	46,658	024	54,490	††
46	44,908	Cordoba	61,801	42
47	42,917	Riviera	42,917	47
48	37,051	Toronado	46,845	49
49	36,507	Corvette	38,631	53
50	34,709	Seville	45,317	50
51	33,157	Diplomat	45,131	51
52	32,720	Reliant	....	....
53	32,641	Eagle	14,101	62
54	31,710	Cougar/ Monarch	55,347	45
55	30,144	Lincoln	60,797	43
56	29,321	Chrysler	87,451	37
57	27,595	Mirada	24,784	58
58	26,821	Bobcat	44,674	52
58	25,784	Aries	....	....
60	18,196	Lynx	....	....
61	16,934	Dodge	28,303	55
62	13,682	Plymouth	746	69
63	5,388	Skyhawk	18,768	60
64	5,334	Starfire	18,611	61
65	4,219	Versailles	13,586	63
66	3,012	LTD II	26,700	56
67	2,497	Imperial	....	....
68	2,083	Pacer	8,168	65

*—Olds 88 and 98 were reported together in 1979: 223,699 (11).

†—Horizon and TC3 were reported together in 1979: 146,740 (21).

††—Omni and 024 were reported together in 1979: 124,378 (25).

MOTOR VEHICLE FACTORY SALES FROM PLANTS IN U. S., CANADA

	PLANTS IN UNITED STATES				PLANTS IN CANADA				
	U. S. Total	Exports to Canada	Other Exports	U. S. Domestic	Canada Total	Exports to U. S.	Other Exports	Canada Domestic	U. S. and Canada Total
PASSENGER CARS									
12 Months 1979	8,419,226	582,097	158,991	7,678,138	973,174	582,386	92,728	298,060	9,392,400
January 1980	513,397	35,410	9,688	468,299	63,497	46,345	4,298	12,854	576,894
February 1980	618,614	46,993	9,019	562,602	68,556	46,438	7,692	14,426	687,170
March 1980	648,660	62,816	8,131	577,713	86,864	51,476	9,164	26,224	735,524
April 1980	572,403	51,490	5,744	515,169	77,363	43,116	8,758	25,489	649,766
May 1980	518.499	52,174	4,567	461,758	72,819	46,101	8,049	18,669	591,318
June 1980	544,025	42,166	5,532	496,327	75,082	50,109	5,962	19,011	619,107
July 1980	432,180	30,345	1,788	400,047	55,047	35,489	7,107	12,451	487,227
August 1980	298,703	16,733	2,029	279,941	33,795	20,902	6,549	6,344	332,498
September 1980	528,976	37,208	5,044	486,724	69,342	40,586	8,824	19,932	598,318
October 1980	674,680	44,989	6,644	623,047	82,100	57,217	6,552	18,331	756,780
November 1980	560,023	36,125	7,081	516,817	82,497	59,399	6,504	16,594	642,520
December 1980	489,866	32,408	5,597	451,861	60,162	42,061	6,838	11,263	550,028
12 Months 1980	6,400,026	488,857	70,864	5,840,305	827,124	539,239	86,297	201,588	7,227,150
TRUCKS AND BUSES									
12 Months 1979	3,036,706	158,394	137,231	2,741,081	633,075	348,231	43,861	240,983	3,669,781
January 1980	164,580*	8,254*	8,052	148,274	42,833	26,446	3,890	12,497	207,413*
February 1980	176,183	8,364	10,473	157,346	42,879	22,676	3,584	16,619	219,062
March 1980	169,316*	9,423*	11,616	148,277	55,642	27,650	4,564	23,428	224,958*
April 1980	129,531*	9,312*	7,668	112,551	50,406	23,579	4,685	22,142	179,937*
May 1980	109,464*	7,959*	8,867	92,638	42,246	20,781	3,389	18,076	151,710*
June 1980	104,143*	7,887*	12,849	83,407	38,887	17,175	2,861	18,851	143,030*
July 1980	106,617*	5,752*	12,438	88,427	23,420	11,967	5,338	6,115	130,037*
August 1980	83,533*	4,659*	5,946	72,928	32,147	14,029	4,986	13,132	115,680*
September 1980	133,756*	5,582*	8,207	119,967	51,805	31,924	5,366	14,515	185,561*
October 1980	186,415*	6,710*	11,490	168,215	56,112	37,599	3,212	15,301	242,527*
November 1980	155,201	5,914	9,768	139,519	46,013	29,354	2,941	13,718	201,214
December 1980	148,544	6,604	9,681	132,259	43,578	27,349	2,412	13,817	192,122
12 Months 1980	1,667,283	86,420	117,055	1,463,808	525,968	290,529	47,228	188,211	2,193,251
TOTAL MOTOR VEHICLES									
12 Months 1979	11,455,932	740,491	296,222	10,419,219	1,606,249	930,617	136,589	539,043	13,062,181
January 1980	677,977*	43,664*	17,740	616,573	106,330	72,791	8,188	25,351	784,307*
February 1980	794,797	55,357	19,492	719,948	111,435	69,114	11,276	31,045	906,232
March 1980	617,976*	72,239*	19,747	725,990	142,506	79,126	13,728	49,652	960,482*
April 1980	701,934*	60,802*	13,412	627,720	127,769	66,695	13,443	47,631	829,703*
May 1980	627,963*	60,133*	13,434	554,396	115,065	66,882	11,438	36,745	743,028*
June 1980	648,168*	50,053*	18,381	579,734	113,969	67,284	8,823	37,862	762,137*
July 1980	538,797*	36,097*	14,226	488,474	78,467	47,456	12,445	18,566	617,264*
August 1980	382,236*	21,392*	7,975	352,869	65,942	34,931	11,535	19,476	448,178*
September 1980	662,732*	42,790*	13,251	606,691	121,147	72,510	14,190	34,447	783,879*
October 1980	861,095*	51,699*	18,134	791,262	138,212	94,816	9,764	33,632	999,307*
November 1980	715,224	42,039	16,849	656,336	128,510	88,753	9,445	30,312	843,734
December 1980	638,410	39,012	15,278	584,120	103,740	69,410	9,250	25,080	742,150
12 Months 1980	8,067,309	575,277	187,919	7,304,113	1,353,092	829,768	133,525	389,799	9,420,401

*—Revised.

Source: Motor Vehicle Manufacturing Assn.

U. S. AUTO SCRAPPAGE SINCE 1950

CARS IN USE ON JULY 1		CARS IN USE ON JUNE 30		Growth of Cars in Use During Period	New Cars Registered 7/1 - 6/30	Cars Scrapped During Period	Growth % of Cars in Use	Scrappage % of New Cars Regis During Period	Scrappage % of Cars In Use on July 1
1950	35,923,583	1951	38,515,538	2,591,955	6,305,372	3,713,417	7.7	58.9	10.3
1951	38,515,538	1952	39,769,741	1,254,203	4,392,192	3,137,989	3.3	71.4	8.1
1952	39,769,741	1953	42,202,349	2,432,608	4,898,544	2,465,936	6.1	50.3	6.2
1953	42,202,349	1954	44,387,113	2,184,764	5,675,764	3,491,000	5.2	61.5	8.3
1954	44,387,113	1955	47,377,970	2,990,857	6,238,293	3,247,436	6.7	52.1	7.3
1955	47,377,970	1956	49,803,977	2,426,007	6,738,766	4,312,759	5.1	64.0	9.1
1956	49,803,977	1957	51,432,460	1,628,483	5,937,636	4,309,153	3.3	72.6	8.7
1957	51,432,460	1958	52,492,509	1,060,049	5,281,656	4,221,607	2.1	79.9	8.2
1958	52,492,509	1959	55,086,761	2,594,252	5,575,893	2,981,641	4.9	53.5	5.7
1959	55,086,761	1960	57,102,676	2,015,915	6,364,634	4,348,719	3.7	68.3	7.9
1960	57,102,676	1961	58,854,380	1,751,704	6,045,822	4,294,118	3.1	71.0	7.5
1961	58,854,380	1962	60,919,579	2,065,199	6,425,973	4,360,774	3.5	67.9	7.4
1962	60,919,579	1963	63,493,277	2,573,698	7,314,715	4,741,017	4.2	64.8	7.8
1963	63,493,277	1964	66,051,415	2,558,138	7,877,424	5,319,286	4.0	67.5	8.4
1964	66,051,415	1965	68,939,770	2,888,355	8,592,728	5,704,373	4.4	66.4	8.6
1965	68,939,770	1966	71,263,738	3,023,968(1)	9,197,480	6,173,512	4.4	67.1	9.0
1966	71,263,738	1967	72,967,686	1,703,948	8,688,162	6,984,214	2.4	80.4	9.8
1967	72,967,686	1968	75,358,034	2,390,348	8,590,365	6,200,017	3.3	72.2	8.5
1968	75,358,034	1969	78,494,938	3,136,904	9,485,392	6,348,488	4.2	66.9	8.4
1969	78,494,938	1970	80,448,463	1,953,525	9,414,509	7,460,984	2.5	79.2	9.5
1970	80,448,463	1971	83,137,324	2,688,861	8,709,902	6,021,041	3.3	69.1	7.5
1971	83,137,324	1972	86,438,957	3,120,633(2)	10,178,662	7,058,029	3.8	69.3	8.5
1972	86,438,957	1973	89,805,159	3,366,202	11,353,586	7,987,384	3.9	70.4	9.2
1973	89,805,159	1974	92,607,551	2,802,392	9,996,071	7,193,679	3.1	72.0	8.0
1974	92,607,551	1975	95,240,602	2,633,051	8,301,759	5,668,708	2.8	68.3	6.1
1975	95,240,602	1976	97,818,221	2,577,619	9,406,522	6,828,903	2.6	72.6	7.2
1976	97,818,221	1977	99,903,594	2,085,373	10,319,298	8,233,925	2.1	79.8	8.4
1977	99,903,594	1978	102,956,713	3,053,119	10,960,194	7,907,075	3.1	72.1	7.9
1978	102,956,713	1979	104,676,507	1,719,794	11,032,068	9,312,274	1.7	84.4	9.0
1979	103,365,589*	1980	104,563,781	1,198,192	9,603,185	8,404,993	1.2	87.5	8.1

*—Adjusted to reflect transfer of 1,310,918 passenger vans to truck total.

(1)—Each year many trucks are issued passenger car license plates due to their intended usage or local state laws. Beginning in 1966 VIN prefixes were utilized to achieve an accurate means of identifying these trucks in all states. The 1965 growth and scrappage figures have been adjusted to reflect the estimated 700,000 trucks which were selected from the passenger car file and properly counted as trucks.

(2)—Each year vehicles registered in one state to an address in a different state have been excluded from the count of vehicles in operation. Beginning in 1971 approximately 181,000 passenger cars registered to fleets at out-of-state addresses have been included.

Adjustments for the absence of Oklahoma and other states have been made where applicable.

R. L. POLK & CO. MOTOR STATISTICAL DIVISION

Production: Recession year is reflected in sharp decline of auto output

By Patricia Hoffman
Staff Writer

While U. S. auto production fared better in the first half of 1980 as compared to the last six months, sagging car sales put the auto makers into another recession year, and the total output for 1980 fell substantially below the 1979 level. The total was also the lowest output in 19 years.

In 1980, the makers completed 6,416,885 units, down 23.77 percent from the 8,418,369 cars assembled in 1979, and the total for the year is the lowest output since 1961 when the makers completed 5,522,004 units.

Although the first quarter output in 1980 was an improvement over the other three periods, all four of the quarter totals fell below the 1979 period levels.

In the first three months of 1980, the auto makers completed 1,799,171 units, a drop of 25.51 percent from the 2,415,422 units assembled in the comparable 1979 period.

The second quarter was down 33.91 percent from the period year's total with an output of 1,642,293 units from the 2,485,124. Third quarter totaled 1,264,276 units, a decline of 23.46 percent from the 1,651,965. The final period showed the smallest percentage change from the comparable 1979 period with an output of 1,711,145 units, a decrease of 8.29 percent from the 1,865,858 units assembled in the final quarter of 1979.

Due to the continued rate of inflation and the high cost of gasoline, the Compact, Intermediate, Standard and Luxury cars all suffered a decline in production last year. Only the Subcompact class showed any kind of increase in output for 1980, and even that was by a very small percentage.

Of the six auto makers, Volkswagen of America was the only one to show any improvement in production for 1980. VWoA jumped 13.81 percent last year with a total of 197,106 units from the 173,192 in 1979. It was the second year in a row that VWoA showed an increase in output.

Breakdown for the 1980 calendar year by company was: GM, 64 percent; Ford, 20.36 percent; Chrysler, 9.95 percent; AMC, 2.57 percent; VWoA, 3.07 percent, and Checker, 0.05 percent.

1980 U. S. car production totals, makes and months

COMPANY	January	February	March	First Quarter	April	May	June	Second Quarter	July	August	September	Third Quarter	October	November	December	Fourth Quarter	Grand Total
AMERICAN MOTORS	16,728	19,278	15,381	51,387	15,981	12,724	13,861	42,566	3,235	16,936	14,746	34,917	14,408	13,261	8,226	35,895	164,765
Eagle	7,238	7,361	3,421	18,020	1,461	600	334	2,395	305	3,612	2,293	6,210	3,850	6,568	5,115	15,533	42,158
Concord	5,647	6,970	7,066	19,683	7,586	5,572	7,325	20,483	27	8,035	8,288	16,350	7,076	3,939	853	11,868	68,384
Spirit	3,843	4,947	4,894	13,684	6,934	6,552	6,202	19,686	2,903	5,289	4,165	12,357	3,482	2,754	2,258	8,494	54,223
CHRYSLER CORP.	47,805	58,404	62,813	169,022	49,947	69,357	39,660	158,964	28,951	31,029	52,903	112,883	94,356	71,404	31,906	197,666	638,535
Plymouth Total	21,208	27,251	28,678	77,137	23,736	31,213	18,133	73,082	12,656	13,820	24,808	51,284	44,474	33,547	13,576	91,597	293,100
Horizon	14,094	13,566	13,523	41,183	13,761	14,080	13,738	41,579	10,977	12,005	14,423	37,405	16,028	8,616	....	24,644	144,811
Volare	5,247	10,196	13,021	28,464	7,940	12,956	1,481	22,377	894	....	....	894	....	....	....	....	51,735
Gran Fury	1,530	3,063	1,690	6,283	1,620	2,653	2,267	6,540	489	....	....	489	443	269	444	1,156	14,468
Caravelle	337	426	444	1,207	415	1,524	647	2,586	296	368	488	1,152	459	402	471	1,332	6,277
Reliant	....	....	....	....	....	....	....	....	....	1,447	9,897	11,344	27,544	24,260	12,661	64,465	75,809
Chrysler Total	6,400	7,475	8,628	22,503	5,467	9,914	5,538	20,919	4,412	4,157	5,868	14,437	11,224	7,182	6,175	24,581	82,440
Chrysler	2,527	716	1,512	4,755	2,402	1,917	1,345	5,664	1,078	....	....	1,078	5,195	1,713	1,453	8,361	19,858
LeBaron	3,873	6,759	7,116	17,748	3,065	7,997	4,193	15,255	3,334	4,157	5,868	13,359	6,029	5,469	4,722	16,220	62,582
Dodge Total	20,197	23,678	25,507	69,382	20,744	28,230	15,989	64,963	11,883	13,052	22,227	47,162	38,658	30,675	12,155	81,488	262,995
Omni	12,834	12,114	12,181	37,129	11,943	11,552	11,469	34,964	8,912	9,726	11,393	30,031	12,100	7,320	....	19,420	121,544
St. Regis	1,537	1,494	2,029	5,060	1,217	2,239	1,586	5,042	640	....	....	640	1,522	574	343	2,439	13,181
Diplomat	1,578	2,819	2,899	7,296	1,713	4,680	2,093	8,486	1,818	2,195	2,844	6,857	3,441	2,619	2,034	8,094	30,733
Aspen	4,248	7,251	8,398	19,897	5,871	9,759	841	16,471	513	....	....	513	....	....	....	....	36,881
Aries	....	....	....	....	....	....	....	....	....	1,131	7,990	9,121	21,595	20,162	9,778	51,535	60,656
FORD MOTOR	81,777	116,509	150,027	348,313	125,216	106,793	108,553	340,562	47,340	68,008	122,194	237,542	144,499	124,406	111,626	380,531	1,306,948
Ford Division	60,317	82,213	108,868	251,398	92,799	80,444	85,523	258,766	38,033	43,080	82,330	157,443	101,340	84,594	76,086	262,020	929,627
Pinto	2,262	6,130	11,138	19,530	14,398	10,873	14,813	40,084	8,565	....	....	8,565	....	....	....	....	68,179
Mustang/Mustang II	14,761	22,156	31,073	67,990	26,764	21,623	20,062	68,449	8,856	17,166	20,103	46.125	20,524	17,093	12,326	49,943	232,507
Fairmont	14,652	24,103	28,289	67,044	27,548	28,421	18,913	74,882	6,465	8,921	11,918	27,304	10,727	9,092	9,170	28,989	198,219
Granada	8,627	3,891	7,885	20,403	5,839	8,897	12,824	27,560	1,407	5,053	13,677	20,137	21,265	16,698	7,218	45,181	113,281
Thunderbird	12,261	16,693	16,884	45,838	12,521	5,718	10,759	28,998	2,590	2,249	11,041	15,880	9,845	5,651	11,644	27,140	117,856
Ford	7,754	9,240	13,599	30,593	5,729	4,912	8,152	18,793	4,150	6,138	7,766	18,054	10,670	7,266	5,759	23,695	91,135
Escort	....	....	....	....	....	....	....	....	....	3,553	17,825	21,378	28,309	28,794	29,969	87,072	108,450
L-M Division	21,460	34,296	41,159	96,915	32,417	26,349	23,030	81,796	15,307	24,928	39,864	80,099	43,159	39,812	35,540	118,511	377,321
Mercury Total	17,869	30,740	38,413	87,022	29,160	23,602	21,441	74,203	12,765	19,036	32,905	64,706	35,171	33,073	30,353	98,597	324,528
Bobcat	174	1,870	2,659	4,703	2,609	1,946	1,610	6,165	1,577	....	....	1,577	....	....	....	....	12,445
Capri	3,935	7,878	8,532	20,345	6,846	6,352	5,786	18,984	2,569	6,223	5,861	14,653	4,102	5,908	4,078	14,088	68,070
Zephyr	4,931	7,213	10,278	22,422	8,850	7,905	5,988	22,743	2,625	3,171	4,269	10,065	3,159	4,481	3,787	11,427	66,657
Monarch '80	2,424	1,630	2,214	6,268	1,561	4,139	3,444	9,144	1,033	....	....	1,033	....	....	....	....	16,445
XR-7	4,854	4,410	6,481	15,745	5,178	977	1,797	7,952	2,005	1,886	5,734	9,625	3,786	1,821	3,998	9,605	42,927
Cougar '81	....	....	....	....	....	....	....	....	....	1,598	5,760	7,358	8,326	5,877	3,258	17,461	24,819
Mercury	1,551	7,739	8,249	17,539	4,116	2,283	2,816	9,215	2,956	5,088	5,491	13,535	6,026	4,735	4,474	15,235	55,524
Lynx	....	....	....	....	....	....	....	....	....	1,070	5,790	6,860	9,772	10,251	10,758	30,781	37,641
Lincoln Total	3,591	3,556	2,746	9,893	3,257	2,747	1,589	7,593	2,542	5,892	6,959	15,393	7,988	6,739	5,187	19,914	52,793
Lincoln	1,248	1,241	972	3,461	1,357	1,054	800	3,211	1,191	2,680	2,958	6,829	3,206	3,479	2,593	9,280	22,781
Versailles	469	239	461	1,169	279	418	....	697	....	....	....	....	....	....	....	....	1,866
Mark VI	1,874	2,076	1,313	5,263	1,621	1,275	789	3,685	1,351	3,212	4,001	8,564	4,780	3,260	2,594	10,634	28,146
GENERAL MOTORS	379,306	407,818	394,791	1,181,915	368,185	320,167	353,205	1,041,557	317,187	179,431	341,553	838,171	401,018	331,301	306,229	1,044,548	4,106,191
Buick Division	70,697	76,583	82,579	229,859	75,252	67,037	66,999	209,288	57,095	28,023	62,075	147,193	71,331	63,919	61,985	197,235	783,575
Skylark	21,588	19,081	20,507	61,176	19,410	19,002	20,064	58.476	18,939	11,801	15,999	46,739	17,845	17,873	16,393	52,111	218,502
Century	12,226	15,418	18,453	46,097	18,371	17,037	15,468	50,876	10.582	5,059	13,842	29,483	15,461	11,412	11.612	38,485	164,941
Regal	15,299	20,382	20,750	56,431	21,142	19,488	18,915	59,545	13,613	5,574	17,340	36,527	9,181	17,312	16,943	53,436	205,939
Buick	15,874	16,452	17,918	50,244	13,788	7,791	9,355	30,934	11,399	4,974	11,257	27,630	14,509	13,428	12,923	40,860	149,668
Riviera	5,710	5,250	4,951	15,911	2,541	3,719	3,197	9,457	2,562	615	3,637	6,814	4,335	3,894	4,114	12,343	44,525
Cadillac Division	26,444	26,800	20,370	73,614	12,002	11,659	14,652	38,313	14,437	3,942	17,558	35,937	20,093	16,382	19,652	56,127	203,991
Seville	5,214	4,841	4,195	14,250	1,255	1,916	1,681	4,852	2,508	638	3,793	6,939	3,015	2,419	2,825	8,259	34,300
Cadillac	15,714	15,195	10,037	40,946	7,646	6,188	8,946	22,780	7,244	2,405	8,620	18,269	11,341	9,591	12,497	33.429	115,424
Eldorado	5,516	6,764	6,138	18,418	3,101	3,555	4,025	10,681	4,685	899	5,145	10,729	5,737	4,372	4,330	14,439	54,267
Chevrolet Division	161,540	169,355	160,909	491,804	148,041	140,744	52,325	441,110	139,897	94,610	155,305	389,812	172,352	143,481	121,471	437,304	1,760,030
Chevette	39,479	41,322	39,104	119,905	37,812	37,616	40,401	115,829	42,085	38,262	37,770	118,117	41,719	33,325	25,156	100,200	454,051
Monza '80	13,100	12,668	14,579	40,347	15,607	17,374	15.635	48,616	13,303	12,779	12,574	38,656	12,876	10,053	....	22.929	150,548
Camaro	11,290	11,929	12,783	36,002	12,376	10,020	10,657	33,053	10,401	2,926	10,426	23,753	9,799	7,598	8,006	25,403	118,211
Citation	41,415	39,412	42,552	123,379	41,224	40,797	40,649	122,670	40,805	21,822	34,735	97,362	46,216	35,694	33,955	115,865	459,276
Malibu	19,128	25,585	26,976	71,689	25,775	21,103	26,430	73,308	21,969	3,976	28,605	54,550	27,952	23,385	22,487	73,824	273,371
Monte Carlo	11,773	13,519	11,346	36,638	9,503	5,329	5,145	19,977	3,925	3,416	17,883	25,224	18,276	13,021	12,338	43,635	125,474
Chevrolet	20,809	21,061	9,246	51,116	2,324	5,153	10,051	17,528	3,869	8,095	9,951	21,915	11,056	16,875	16,419	44,350	134,909
Corvette	4,546	3,859	4,323	12,728	3,420	3,352	13,357	10,129	3,540	3,334	3,361	10,235	4,458	3,530	3,110	11,098	44,190
Oldsmobile Division	68,587	72,401	78,213	219,201	81,320	59,374	67,680	208,374	65,809	20,520	52,577	138,906	75,777	68,752	72,220	216,749	783,230
Omega	10,206	11,170	10,771	32,147	10,469	10,204	10,343	31,016	10,748	5,694	7,984	24,426	9,401	8,905	9,782	28,088	115,677
Cutlass	30,618	28,053	35,916	94,587	47,890	33,176	38,198	119,264	39,216	7,211	22,287	68,714	38,379	36,178	38,662	113,219	395,784
Oldsmobile	23,209	28,390	27,019	78,618	20,642	13,336	16,290	50,268	12,400	7,286	20,348	40,034	24,070	20,591	20,264	64,925	233,845
Toronado	4,554	4,788	4,507	13,849	2,319	2,658	2,849	7,826	3,445	329	1,958	5,732	3,927	3,078	3,512	10,517	37,924
Pontiac Division	52,038	62,679	52,720	67,437	51,570	41,353	51,549	144,472	39,949	32,336	54,038	126,323	61,465	44,767	3,090	137,133	575,365
Acadian	1,313	1,604	3,055	5,972	2,631	2,844	1,215	6,690	1,379	600	1,361	3,340	1,188	968	816	2,972	18,974
Sunbird '80	13,862	13,630	12,235	39,727	13,072	13,541	11,983	38,596	11,778	14,229	14,485	40,492	16,949	13,475	....	30,424	149,239
Phoenix	11,616	11,100	11,695	34,411	12,886	12,616	12,697	38,199	12,464	6,816	10,170	29,450	13,518	10,845	9,757	34,120	136,180
Firebird	8,400	8,801	9,841	27,042	7,549	4,731	6,447	18,727	6,209	2,014	6,088	14,311	8,910	4,839	5,739	19,488	79,568
LeMans	4,246	6,930	4,526	15,702	5.774	3,946	8,526	18,246	1,001	3,011	6,373	10,385	8,785	6,615	5,131	20,531	64,864
Grand Prix	5,579	8,880	4,569	19,028	4,449	1,394	8,067	13,910	2,011	4,860	11.609	18,480	9,609	7,147	7,845	2,460	76,019
Pontiac	7,022	11,734	6,799	25,555	5,209	2,281	2,614	10,104	5,107	806	3,952	9,865	2,506	878	1,613	4,997	50,521
VOLKSWAGEN	5,682	22,021	19,920	47,623	21,215	17,982	18,639	57,836	20,273	17,009	2,717	39,999	20,311	15,734	15,603	51,648	197,106
CHECKER	372	271	268	911	311	330	167	808	52	345	367	764	409	274	174	857	3,340
Total Cars, U.S.	531,670	624,301	643,200	1,799,171	580,855	527,353	534,085	1,642,293	417,038	312,758	534,480	1,264,276	675,001	562,380	473,764	1,711,145	6,416,885

*—The Chrysler Sportsman and Voyager, Ford Club Wagon and GM Sportvan are listed as trucks beginning in October.

1980 CROSS BORDER AUTO SHIPMENTS

	Cars Built In Canada for Sale in U.S.	Cars Built In U.S. for Sale in Canada
AMERICAN MOTORS	2,451	20,677
Spirit	—	8,118
Concord	1,490	7,658
Pacer	—	—
Eagle	961	4,901
CHRYSLER CORP.	56,712	91,316
Chrysler Total	29,357	40,189
Cordoba	29,357	—
Horizon	—	13,974
Volare	—	11,003
Gran Fury	—	2,143
LeBaron	—	8,072
Chrysler	—	4,997
Dodge Total	27,355	51,127
Magnum	—	—
Mirada	21,735	—
Omni	—	14,352
Sportsman	—	—
Aspen	—	8,136
Diplomat	—	5,604
St. Regis	—	1,128
Imperial	5,620	—
Aries	—	7,591
Reliant	—	8,001
Caravelle	—	6,277
FORD	178,220	101,976
Ford Division	148,197	60,021
Ford	23,535	—
LTD	—	684
Thunderbird	—	13,540
Club Wagon	—	—
Granada	—	9,755
Fairmont	90,068	7,360
Pinto	34,594	1,063
Escort	—	6,558
Mustang	—	21,061
L-M Division	30,023	41,955
Mercury Total	30,023	40,112
Marquis	—	10,089
Lynx	—	3,943
Cougar XR-7	—	5,388
Cougar/Monarch	—	5,878
Zephyr	22,883	4,779
Bobcat	7,140	719
Mercury	—	—
Capri	—	9,316
Lincoln Total	—	1,843
Lincoln	—	826
Mark VI	—	876
Versailles	—	141
GENERAL MOTORS	310,169	284,717
Chevrolet Division	135,500	119,561
Chevrolet	54,933	—
Corvette	—	4,214
Monte Carlo	39,729	8,025
Malibu	40,838	—
Camaro	—	16,257
Citation	—	28,594
Monza	—	12,804
Chevette	—	30,693
Acadian	—	18,974
Pontiac Division	95,385	63,565
Pontiac	46,093	1
Grand Prix	34,810	—
LeMans	14,482	5,226
Firebird	—	17,884
Mark VI	54	3,897
Versailles	—	545
Phoenix	—	27,506
Sunbird	—	12,948
Oldsmobile Division	79,284	41,127
Oldsmobile	—	21,996
Toronado	—	2,906
Cutlass	79,284	846
Omega	—	15,379
Buick Division	—	51,901
Buick	—	13,464
Riviera	—	3,051
Century/Regal	—	18,772
Skylark	—	16,614
Skyhawk	—	—
Cadillac Division	—	8,563
Cadillac	—	5,510
Eldorado	—	1,401
Seville	—	1,652
CHECKER	—	71
VOLVO	3,425	—
TOTAL CARS	550,977	498,757

How calendar year output was shared

U. S. CAR PRODUCTION—1980 VS. 1979

	Total Output 1980	Total Pct. of Output	Total Output 1979	Pct. of Total Output	Pct. pt. Change '79 vs. '80
AMERICAN MOTORS	164,765	2.57	184,636	2.19	+ 0.38
Eagle	42,158	0.66	25,963	0.31	+ 0.35
Concord	68,384	1.06	88,581	1.05	+ 0.01
AMX	....	....	....	....	....
Pacer	....	....	5,729	0.07	− 0.07
Matador	....	....	....	....	....
Spirit	54,223	0.85	64,363	0.76	+ 0.09
CHRYSLER CORP.	638,535	9.95	934,633	11.10	− 1.15
Plymouth Total	293,100	4.56	372,461	4.42	+ 0.14
Horizon	144,811	2.25	169,965	2.02	+ 0.23
Fury	....	....	....	....	....
Voyager	....	....	7,169	0.09	− 0.09
Volare	51,735	0.81	180,702	2.15	− 1.34
Gran Fury	14,468	0.22	5,412	0.06	+ 0.16
Caravelle	6,277	0.10	9,213	0.10	....
Reliant	75,809	1.18	....	....	+ 1.18
Chrysler Total	82,440	1.30	161,427	2.16	− 0.86
Chrysler	19,858	0.30	77,749	0.93	− 0.63
LeBaron	62,582	1.00	103,678	1.23	− 0.23
Imperial	....	....	....	....	....
Dodge Total	262,995	4.09	380,745	4.52	− 0.43
Omni	121,544	1.90	148,108	1.76	+ 0.14
St. Regis	13,181	0.20	25,846	0.31	− 0.11
Diplomat	30,733	0.47	50,610	0.60	− 0.13
Sportsman	....	....	24,291	0.29	− 0.29
Monaco	....	....	....	....	....
Aspen	36,881	0.57	131,890	1.56	− 0.99
Aries	60,656	0.95	....	....	+ 0.95
FORD MOTOR	1,306,948	20.37	2,037,185	24.20	− 3.83
Ford Division	929,627	14.49	1,375,775	16.34	− 1.85
Pinto	68,179	1.06	172,619	2.05	− 0.99
Mustang/Mustang II	232,507	3.62	365,357	4.34	− 0.72
Fairmont	198,219	3.09	213,761	2.54	+ 0.55
Club Wagon	....	....	30,348	0.36	− 0.36
Granada	113,281	1.77	139,402	1.66	+ 0.11
LTD II	....	....	22,667	0.27	− 0.27
Thunderbird	117,856	1.84	264,451	3.14	− 1.30
Ford	91,135	1.42	167,170	1.98	− 0.56
Escort	108,450	1.69	....	....	+ 1.69
L-M Division	377,321	5.88	661,410	7.86	− 1.98
Mercury Total	324,528	5.06	509,450	6.05	− 0.99
Bobcat	12,445	0.19	43,374	0.52	− 0.33
Capri	68,070	1.06	107,094	1.27	− 0.21
Zephyr	66,657	1.04	62,837	0.75	+ 0.29
Monarch '80	16,445	0.26	59,810	0.71	− 0.45
XR-7	42,927	0.66	135,398	1.61	− 0.95
Cougar '81	24,819	0.40	....	....	+ 0.40
Mercury	55,524	0.87	100,937	1.19	− 0.32
Lynx	37,641	0.58	....	....	+ 0.58
Lincoln Total	52,793	0.82	151,960	1.81	− 0.99
Lincoln	2,278	0.36	71,783	0.80	− 0.50
Versailles	1,866	0.02	11,864	0.14	− 0.12
Mark V	28,146	0.44	68,313	0.81	− 0.37
GENERAL MOTORS	4,106,191	63.99	5,083,957	60.39	+ 3.06
Buick Division	783,575	12.21	787,123	9.35	+ 2.86
Skyhawk	....	....	24,715	0.29	− 0.29
Skylark	218,502	3.41	121,599	1.44	+ 1.97
Century	164,941	2.57	73,188	0.87	+ 1.70
Regal	205,939	3.21	257,372	3.06	+ 0.15
Buick	149,668	2.33	252,220	3.00	− 0.67
Riviera	44,525	0.69	58,029	0.69	....
Cadillac Division	203,991	3.18	345,794	4.11	− 0.93
Seville	34,300	0.53	48,295	0.58	− 0.05
Cadillac	115,424	1.80	230,958	2.74	− 0.94
Eldorado	54,257	0.85	66,541	0.79	+ 0.06
Chevrolet Division	1,760,030	27.43	2,214,955	26.31	+ 1.12
Chevette	454,051	7.07	413,627	4.91	+ 2.16
Monza ('80)	150,548	2.35	157,974	1.88	+ 0.47
Camaro	118,211	1.84	257,873	3.06	− 1.22
Citation	459,276	7.16	321,372	3.82	+ 3.34
Sportvan	....	....	18,334	0.22	− 0.22
Malibu	273,371	4.26	322,767	3.83	+ 0.43
Monte Carlo	125,474	1.96	227,043	2.70	− 0.74
Chevrolet	134,909	2.10	447,397	5.31	− 3.21
Corvette	44,190	0.69	48,568	0.58	+ 0.11
Oldsmobile Division	783,230	12.20	1,004,515	11.93	+ 0.27
Starfire	....	....	20,275	0.24	− 0.24
Omega	115,677	1.80	57,834	0.69	+ 1.11
Cutlass	395,784	6.16	507,542	6.03	+ 0.13
Oldsmobile	233,845	3.64	365,312	4.34	− 0.07
Toronado	37,924	0.60	53,552	0.63	− 0.03
Pontiac Division	575,365	8.97	731,570	8.69	+ 0.28
Acadian†	18,974	0.30	17,133	0.20	+ 0.01
Sunbird ('80)	149,239	2.33	105,997	1.26	+ 1.07
Phoenix	136,180	2.12	88,119	1.05	+ 1.07
Firebird	79,568	1.24	194,033	2.30	− 1.06
LeMans	64,864	1.01	88,652	1.05	− 0.04
Grand Prix	76,019	1.18	93,158	1.11	+ 0.07
Pontiac	50,521	0.79	144,478	1.72	− 0.93
VOLKSWAGEN	197,106	3.07	173,192	2.06	+ 1.01
CHECKER	3,340	0.05	4,766	0.06	− 0.01
Total Cars, U. S.	6,416885	100.00	8,418,369	100.00	....

†—Acadians built for sale in Canada only.

U. S. CAR MODEL YEAR OUTPUT '80 VS. '79

	1980 Models	Pct. of Output	1979 Models	Pct. of Output	Pct. Pt. Change '80 vs. '79
AMERICAN MOTORS	199,613	2.81	169,439	1.78	+ 1.03
Eagle	46,379	0.65	....	0.00	+ 0.65
Concord	80,456	1.13	102,853	1.08	+ 0.05
Pacer	1,746	0.02	10,215	0.11	− 0.09
Spirit	71,032	1.00	56,371	0.59	+ 0.41
CHRYSLER CORP.	681,406	9.62	1,027,545	10.79	− 1.17
Plymouth Total	298,821	4.22	390,055	4.09	+ 0.13
Horizon	162,478	2.29	162,763	1.71	+ 0.58
Volare	109,773	1.55	209,686	2.20	− 0.65
'80 Gran Fury	18,724	0.27	....	0.00	+ 0.27
Caravelle	7,846	0.11	9,949	0.10	+ 0.01
Voyager*	....	0.00	7,557	0.08	− 0.08
Chrysler Total	103,728	1.47	229,225	2.41	− 0.94
Chrysler	29,114	0.41	100,726	1.06	− 0.65
LeBaron	74,614	1.05	128,499	1.35	− 0.30
Dodge Total	278,857	3.93	408,265	4.29	− 0.36
Omni	138,155	1.95	141,477	1.48	+ 0.47
St. Regis	17,068	0.24	34,972	0.37	− 0.13
Diplomat	38,166	0.53	62,781	0.66	− 0.13
Aspen	85,468	1.20	143,584	1.51	− 0.31
Sportsman*	....	0.00	25,451	0.27	− 0.27
FORD MOTOR	1,373,582	19.38	2,752,978	28.90	− 9.52
Ford Division	981,098	13.84	1,888,814	19.83	− 5.99
Pinto	124,720	1.76	199,018	2.09	− 0.33
Mustang/Mustang II	271,322	3.83	369,936	3.88	− 0.05
Fairmont	234,454	3.30	395,367	4.15	− 0.85
Granada	90,429	1.28	182,376	1.92	− 0.64
LTD II	....	....	48,564	0.51	− 0.51
Thunderbird	156,803	2.21	284,141	2.98	− 0.77
Ford	103,370	1.46	356,535	3.74	− 2.28
Club Wagon*	....	0.00	52,877	0.56	− 0.56
L-M Division	392,484	5.54	864,164	9.07	− 3.53
Mercury Total	317,576	4.48	674,618	7.08	− 2.60
Bobcat	24,650	0.35	50,266	0.53	− 0.18
Capri	79,984	1.13	110,144	1.15	− 0.02
Zephyr	70,068	0.99	125,377	1.31	− 0.32
Monarch	30,518	0.43	75,879	0.80	− 0.37
Cougar/XR7	58,028	0.82	172,152	1.81	− 0.99
Mercury	54,328	0.76	140,800	1.48	− 0.72
Lincoln Total	74,908	1.06	189,546	1.99	− 0.93
Lincoln	31,233	0.44	92,600	0.97	− 0.53
Versailles	4,784	0.07	21,007	0.22	− 0.15
Mark V	38,891	0.55	75,939	0.80	− 0.25
GENERAL MOTORS	4,605,038	64.99	5,443,240	57.14	+ 7.85
Buick Division	800,166	11.29	765,231	8.03	+ 3.26
Skyhawk	8,322	0.11	23,139	0.24	− 0.13
Skylark	211,809	2.99	66,982	0.70	+ 2.29
Century/Regal	363,164	5.12	329,202	3.46	+ 1.66
Buick	168,250	2.37	293,727	3.08	− 0.71
Riviera	48,621	0.68	52,181	0.55	+ 0.13
Cadillac Division	231,028	3.26	381,113	4.00	− 0.74
Seville	39,344	0.55	53,487	0.56	− 0.01
Cadillac	138,999	1.96	260,190	2.73	− 0.77
Eldorado	52,685	0.74	67,436	0.71	+ 0.03
Chevrolet Division	2,028,106	28.62	2,396,724	25.16	+ 3.46
Chevette	451,549	6.37	340,877	3.58	+ 2.79
Monza	169,737	2.39	163,953	1.72	+ 0.67
Camaro	152,021	2.14	282,582	2.97	− 0.83
Nova/Citation	624,220	8.81	315,126	3.31	+ 5.50
Sportvan*	....	0.00	27,186	0.29	− 0.29
Malibu/Chevelle	277,575	3.91	377,788	3.96	− 0.05
Monte Carlo	126,006	1.78	282,163	2.96	− 0.18
Chevrolet	186,384	2.63	553,242	5.81	− 3.18
Corvette	40,614	0.57	53,807	0.56	+ 0.01
Oldsmobile Division	847,491	11.96	1,037,319	10.89	+ 1.07
Starfire	8,237	0.11	20,299	0.21	− 0.10
Omega	134,323	1.89	40,225	0.42	+ 1.47
Cutlass	422,179	5.96	507,501	5.33	+ 0.63
Oldsmobile	239,312	3.37	419,238	4.40	− 1.03
Toronado	43,440	0.61	50,056	0.53	+ 0.08
Pontiac Division	698,247	9.85	862,853	9.06	+ 0.79
Acadian†	19,651	0.27	44,927	0.47	− 0.27
Sunbird	143,070	2.02	97,770	1.03	+ 0.99
Phoenix	178,291	2.51	77,644	0.82	+ 1.69
Firebird	107,340	1.51	211,454	2.22	− 0.71
LeMans	61,223	0.86	112,703	1.18	− 0.32
Grand Prix	114,714	1.62	139,165	1.46	+ 0.16
Pontiac	73,958	1.04	179,190	1.88	− 0.84
VOLKSWAGEN	223,267	3.16	132,822	1.39	+ 1.77
CHECKER	2,574	0.04	....	0.00	+ 0.04
Total Cars, U.S.	7,085,480	100.00	9,526,024	100.00	....

*—Window vans included in truck production for the 1980 model year.
†—All Acadians built for sale in Canada.

Lineup of U. S., Canadian assembly plants

WHERE '81 CARS WILL BE BUILT

United States

AMERICAN MOTORS

Kenosha, Wis.	Eagle, Concord, Spirit

CHRYSLER CORP.

Belvidere, Ill.	Omni, Horizon
Jefferson Ave., Detroit	Aries, Reliant
Lynch Rd., Detroit	Chrysler, Plymouth
Newark, Del.	Aries, Reliant
St. Louis	LeBaron, Diplomat, Caravelle

FORD MOTOR CO.

Atlanta	Granada, Cougar, Zephyr, Fairmont
Chicago	Granada, Cougar
Dearborn	Mustang, Capri
Kansas City	Fairmont, Zephyr
Lorain, O.	XR-7, Thunderbird
Louisville	Ford (LTD)
Metuchen, N. J.	Escort, Lynx
St. Louis	Mercury
San Jose, Calif.	Mustang. Capri
Wayne, Mich.	Escort, Lynx
Wixom, Mich.	Lincoln, Mark VI

GENERAL MOTORS

Arlington, Tex.	Malibu, Monte Carlo, Cutlass
Baltimore	Malibu, Monte Carlo, LeMans
Detroit	Cadillac
Doraville, Ga	Malibu, Monte Carlo, Cutlass
Fairfax, Kan.	Buick, Oldsmobile, Pontiac
Flint	Century, Regal, LeSabre, Electra
Framingham, Mass.	Century, Regal, Cutlass
Fremont, Calif.	Century, Regal, Malibu, Monte Carlo
Janesville, Wis.	Chevrolet
Lakewood, Ga.	Chevette, T-1000
Lansing	Cutlass, Delta 88 and 98
Leeds, Mo.	Malibu, Monte Carlo (Sept. '81 J-2000)
Linden, N. J.	Riviera, Toronado, Eldorado, Seville
Lordstown, O.	Cavalier, J-2000
Norwood, O.	Camaro, Firebird
Pontiac	LeMans, Grand Prix, Pontiac
Oklahoma City	Citation, Phoenix
St. Louis	Chevrolet, Corvette
South Gate, Calif.	(April '81) Cavalier, Cimarron
Tarrytown, N. Y.	Citation, Phoenix, Skylark
Van Nuys, Calif.	Camaro, Firebird
Willow Run, Mich.	Skylark, Citation, Omega
Wilmington, Del.	Chevette, T-1000

VOLKSWAGEN OF AMERICA

Westmoreland, Pa.	Rabbit

CHECKER MOTORS

Kalamazoo, Mich.	Checker

Canada

American Motors	Brampton, Ont.	Eagle, Concord
Chrysler	Windsor, Ont.	Cordoba, Mirada, Imperial
Ford	Oakville, Ont.	Ford
	St. Thomas, Ont.	EXP, LN-7
General Motors	Oshawa, Ont.	Monte Carlo, Malibu, Chevrolet, Pontiac, LeMans
	St. Therese, P.Q.	Cutlass, Grand Prix
Volvo	Halifax, N. S.	Volvo

Lineup of U.S., Canadian assembly plants

WHERE '81 TRUCKS ARE BUILT

United States

GENERAL MOTORS

Baltimore	light Chevrolet and GMC trucks
Detroit	light Chevrolet and GMC trucks
Flint	light Chevrolet and GMC trucks, sport utility vehicles
Fremont, Calif.	light Chevrolet and GMC trucks
Janesville, Wis.	light Chevrolet and GMC trucks
Lordstown, O.	Chevrolet and GMC vans
Pontiac	medium Chevrolet and GMC trucks, heavy GMC trucks, buses
St. Louis	light Chevrolet and GMC trucks

CHRYSLER CORP.

Warren, Mich.	sport utility vehicles, light Dodge trucks

FORD MOTOR CO.

Kansas City	super cab, light trucks
Kentucky	medium, heavy, extra heavy trucks
Lorain, O.	vans
Louisville	light trucks
Michigan	Bronco, light trucks
Norfolk, Va.	light trucks
Ohio	vans
San Jose, Calif.	light trucks
Twin Cities	light trucks

INTERNATIONAL HARVESTER

Fort Wayne, Ind.	heavy trucks
Springfield, O.	medium, heavy trucks, buses
Wagner, Okla.	heavy trucks*

MACK

Allentown, Pa.	heavy Mack trucks
Hayward, Calif.	heavy Mack trucks
Macungie, Pa.	heavy Mack trucks

JEEP

Toledo	Jeep vehicles, light trucks

AM GENERAL CORP.

South Bend	military and postal vehicles

VOLKSWAGEN OF AMERICA

Westmoreland, Pa.	light trucks**

Canada

Chrysler	Windsor, Ont.	vans
Ford	Oakville, Ont.	medium duty trucks, light trucks
General Motors	Oshawa, Ont.	light Chevrolet and GMC trucks
	Scarborough, Ont.	Chevrolet and GMC vans
	London, Ont.	buses
International Harvester	Chatham, Ont.	medium trucks, buses
	Vancouver, B. C.	heavy, off-highway trucks
Mack	Oakville, Ont.	heavy trucks

*—Production in January, 1981 tentatively begins.
**—Beginning Oct. 29, 1980.

U. S. CALENDAR YEAR OUTPUT

BY SIZE CLASSIFICATION

1980	1980 Total	Make	1979 Total	1979 Pos.
		SUBCOMPACTS		
1	454,051	Chevette	413,627	1
2	197,106	Rabbit	173,192	2
3	150,548	Monza	157,974	5
4	149,239	Sunbird	105,997	7
5	144,811	Horizon	169,965	4
6	121,544	Omni	148,108	6
7	108,450	Escort	—	—
8	68,179	Pinto	172,619	3
9	54,223	Spirit	64,363	8
10	37,641	Lynx	—	—
11	18,974	Acadian	17,133	12
12	12,445	Bobcat	43,374	9
—	—	Starfire	20,275	11
—	—	Skyhawk	24,715	10
	1,517,211	TOTAL	1,511,342	
		COMPACTS		
1	459,276	Citation	321,372	2
2	232,507	Mustang II	365,357	1
3	218,502	Skylark	121,599	9
4	198,219	Fairmont	213,761	4
5	136,180	Phoenix	88,119	12
6	118,211	Camaro	257,873	3
7	115,677	Omega	57,834	15
8	113,281	Granada	139,402	7
9	79,568	Firebird	194,033	5
10	75,809	Reliant	—	—
11	68,384	Concord	88,581	11
12	68,070	Capri	107,094	10
13	66,657	Zephyr	62,837	13
14	60,656	Aries	—	—
15	51,735	Volare	180,702	6
16	42,158	Eagle	25,963	17
17	36,881	Aspen	131,890	8
18	16,445	Monarch	59,810	14
—	—	Pacer	5,729	21
—	—	Voyager	7,169	20
—	—	Sportsman	24,291	18
—	—	Sportvan	19,334	19
	—	Clubwagon	30,348	16
	2,158,216	TOTAL	2,502,098	
		INTERMEDIATES		
1	395,784	Cutlass	507,542	1
2	273,371	Malibu	322,767	2
3	205,939	Regal	257,372	4
4	164,941	Century	73,188	10
5	125,474	Monte Carlo	227,043	5
6	117,856	Thunderbird	264,451	3
7	76,019	Gran Prix	93,158	8
8	64,864	LeMans	88,652	9
9	62,582	LeBaron	103,678	7
10	42,927	XR-7	135,398	6
11	30,733	Diplomat	50,610	11
12	24,819	Cougar '81	—	—
13	6,277	Caravelle	9,213	13
—	—	LTD II	22,667	12
	1,591,586	TOTAL	2,155,739	
		STANDARDS		
1	233,845	Oldsmobile	365,312	2
2	149,668	Buick	252,220	3
3	134,909	Chevrolet	447,397	1
4	91,135	Ford	167,170	4
5	55,524	Mercury	100,937	6
6	50,521	Pontiac	144,478	5
7	19,858	Chrysler	77,749	7
8	14,468	Grand Fury	5,412	9
9	13,181	St. Regis	25,846	8
10	3,340	Checker	4,766	10
	766,449	TOTAL	1,591,287	
		LUXURY		
1	115,424	Cadillac	230,958	1
2	54,267	Eldorado	66,541	4
3	44,525	Riviera	58,029	5
4	44,190	Corvette	48,568	7
5	37,924	Toronado	53,552	6
6	34,300	Seville	48,295	8
7	28,146	Mark VI	68,313	3
8	22,781	Lincoln	71,783	2
9	1,866	Versailles	11,864	9
	383,423	TOTAL	657,903	
	6,416,885	GRAND TOTAL	8,418,369	

1980 CANADIAN CAR PRODUCTION TOTALS, MAKES AND MONTHS

COMPANY	JANUARY	FEBRUARY	MARCH	FIRST QUARTER	APRIL	MAY	JUNE	SECOND QUARTER	JULY	AUGUST	SEPTEMBER	THIRD QUARTER	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER	GRAND TOTAL
CHRYSLER	10,108	631	10,307	21,046	1,936	4,748	9,212	15,896	1,617	6,044	9,706	17,367	9,639	5,064	2,518	17,221	71,530
Cordoba	5,907	256	5,747	11,910	1,087	2,580	5,663	9,330	662	3,121	4,901	8,684	5,076	2,353	1,332	8,761	38,685
Mirada	4,201	375	4,560	9,136	849	2,168	3,549	6,566	955	2,445	2,895	6,295	2,526	1,404	677	4,607	26,604
Imperial	....	....	....	....	....	....	....	....	....	478	1,910	2,388	2,037	1,307	509	3,853	6,241
FORD	9,171	21,378	30,815	61,364	25,326	27,382	25,566	78,274	12,393	22,022	19,[illegible]	54,410	25,099	22,012	8,717	55,828	249,876
Fairmont	1,307	5,610	10,438	17,355	9,959	10,827	9,457	30,243	3,813	11,332	12,148	27,293	13,640	13,066	2,762	29,468	104,359
Zephyr	1,920	3,184	5,520	10,624	4,732	4,470	5,565	14,767	3,756	5,197	3,674	12,627	6,707	5,850	3,194	15,751	53,769
Pinto	3,698	5,213	5,932	14,843	6,286	6,646	6,556	19,488	2,289	1,402	....	3,691	....	....	....	....	38,022
Bobcat	1,210	2,396	1,868	5,474	1,211	1,293	653	3,157	506	503	....	1,009	....	....	....	....	9,640
Ford	964	2,779	6,721	10,464	2,970	3,858	3,143	9,971	1,561	3,300	3,741	8,602	4,512	3,096	2,749	10,357	39,394
Mark VI	72	2,196	336	2,604	168	288	192	648	468	288	432	1,188	240	....	....	240	4,680
Mustang	....	....	....	....	....	....	....	....	....	....	....	....	....	....	12	12	12
GENERAL MOTORS	45,511	50,365	46,819	142,695	47,770	41,482	41,868	131,120	38,287	7,710	44,263	90,260	52,289	50,892	45,074	148,255	512,330
Chevrolet	9,382	12,144	9,476	31,002	10,738	10,289	10,182	31,254	11,263	3,668	9,827	24,758	8,526	7,844	6,612	22,982	109,996
Pontiac	6,132	5,663	5,139	16,934	3,476	2,869	2,251	8,596	1,344	1,499	7,517	10,360	10,469	12,320	10,495	33,284	69,174
Monte Carlo	4,390	5,336	2,798	12,524	2,322	2,182	2,715	7,219	2,825	1	4,309	7,135	6,853	7,065	5,521	19,439	46,317
Malibu	6,628	9,302	10,963	26,893	12,519	8,662	9,838	31,019	8,045	1,539	6,322	15,906	8,357	6,602	6,108	21,067	94,885
LeMans	3,016	2,830	3,300	9,146	3,502	2,344	3,157	9,003	1,959	2	3,011	4,972	2,716	3,861	3,564	10,141	33,262
Grand Prix	4,447	4,191	4,206	12,844	3,467	3,372	4,131	10,970	3,878	170	2,215	6,263	4,229	5,631	6,279	16,139	46,216
Cutlass	11,516	10,899	10,937	33,352	11,701	11,764	9,594	33,059	8,973	831	11,062	20,866	11,139	7,569	6,495	25,203	112,480
AMERICAN MOTORS	....	....	....	....	....	....	....	....	....	....	....	....	....	1,404	1,673	3,077	3,077
Eagle	....	....	....	....	....	....	....	....	....	....	....	....	....	586	681	1,267	1,267
Concord	....	....	....	....	....	....	....	....	....	....	....	....	....	818	992	1,810	1,810
VOLVO	990	899	933	2,822	945	945	675	2,565	855	270	481	1,606	1,306	900	765	2,971	9,964
Total cars, Canada	65,780	73,273	88,874	227,927	75,977	74,557	77,321	227,855	53,152	36,046	74,445	163,643	88,333	80,272	58,747	227,352	846,777

Calendar years compared

CANADIAN OUTPUT SHARES, '80 VS. '79

	Total Output 1980	Pct. of 1980 Output	Total Output 1979	Pct. of 1979 Output	Pct. Pt. Change '79 vs. '80
CARS					
AMERICAN MOTORS	3,077	0.36	....	....	+ 0.36
Eagle	1,267	0.15	....	....	+ 0.15
Concord	1,810	0.21	....	....	+ 0.21
CHRYSLER CORP	71,530	8.45	134,086	14.19	− 5.74
Mirada	26,604	3.14	17,557	1.86	+ 1.28
Cordoba	38,685	4.57	77,334	8.18	− 3.61
Imperial	6,241	0.74	11,803	1.25	− 0.51
Chrysler	....	....	27,392	2.90	− 2.90
FORD MOTOR CO	249,876	29.51	284,610	30.12	− 0.61
Fairmont	104,359	12.32	128,856	13.64	− 1.32
Zephyr	53,769	6.35	57,713	6.11	+ 0.24
Pinto	38,022	4.49	22,312	2.36	+ 2.13
Bobcat	9,640	1.14	4,533	0.48	+ 0.66
Ford	39,394	4.65	71,196	7.53	− 2.88
Mustang	12	0.01	....	....	+ 0.01
Mark VI	4,680	0.55	....	....	+ 0.55
GENERAL MOTORS	512,330	60.50	517,471	54.76	+ 5.74
Chevrolet	109,996	12.99	105,372	11.15	+ 1.84
Pontiac	69,174	8.17	83,832	8.87	− 0.70
Monte Carlo	46,317	5.47	45,355	4.80	+ 0.67
Malibu	94,885	11.21	63,682	6.74	+ 4.47
LeMans	33,262	3.93	57,941	6.13	− 2.20
Cutlass	112,480	13.28	59,788	6.33	+ 6.95
Grand Prix	46,216	5.45	101,501	10.74	− 5.29
Volvo	9,964	1.18	8,766	0.93	+ 0.25
TOTALS	846,777	100.00	944,933	100.00	
TRUCKS					
AMERICAN MOTORS	11,753	2.23	51,935	7.90	− 5.67
CHRYSLER	52,917	10.05	60,866	9.26	+ 0.79
GENERAL MOTORS	254,640	48.39	269,870	41.05	+ 7.34
FORD	186,111	35.36	246,765	37.53	− 2.17
INTERNATIONAL	16,039	3.05	20,132	3.06	− 0.01
MACK	2,081	0.40	3,877	0.59	− 0.19
WHITE	2,736	0.52	3,991	0.61	− 0.09
TOTALS	526,277	100.00	657,436	100.00	

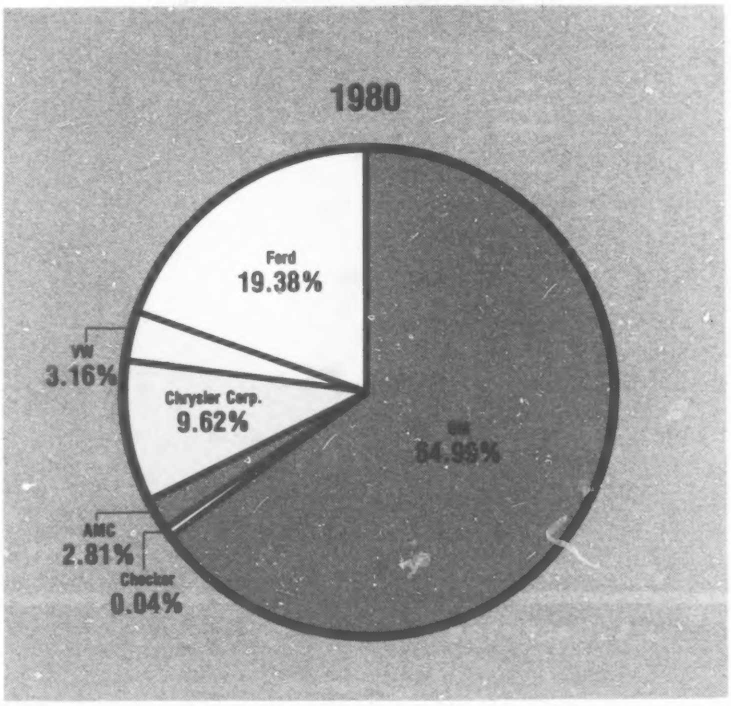
CANADIAN CAR OUTPUT BY CALENDAR YEAR

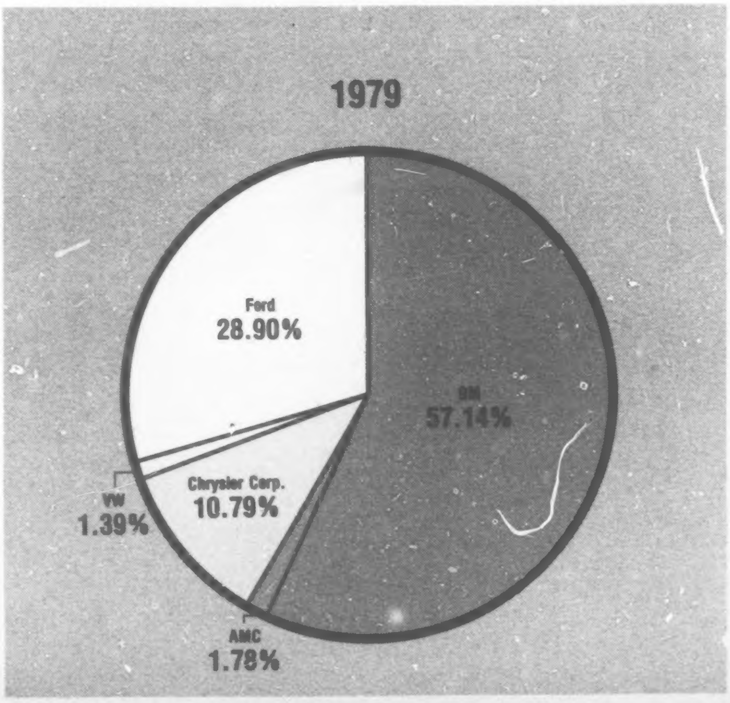
1980	846,777
1979	944,933
1978	1,131,050
1977	1,129,575
1976	1,143,482
1975	1,056,602
1974	1,143,037
1973	1,234,566
1972	1,154,938
1971	1,094,486
1970	923,538
1969	1,035,354
1968	891,849
1967	714,084
1966	696,100
1965	709,568
1964	559,392
1963	532,915
1962	428,189
1961	326,841
1960	325,282
1959	300,849
1958	296,624

CANADIAN TRUCK OUTPUT BY CALENDAR YEAR

1980	526,277
1979	657,436
1978	674,687
1077	569,329
1976	497,430
1975	389,728
1974	338,558
1973	352,934
1972	304,757
1971	277,842
1970	233,938
1969	315,354
1968	277,649
1967	225,551
1966	200,019
1965	142,706
1964	109,116
1963	98,454
1962	79,808
1961	62,903
1960	70,040
1959	67,523
1958	58,693

U.S. MODEL RUN PRODUCTION SHARES BY CORPORATION





U. S. CAR OUTPUT BY CALENDAR YEAR

1980	6,416,885
1979	8,418,369
1978	9,153,299
1977	9,293,674
1976	8,537,759
1975	6,740,584
1974	7,309,763
1973	9,667,118
1972	8,827,706
1971	8,557,878
1970	6,550,077
1969	8,224,267
1968	8,848,507
1967	7,412,610
1966	8,604,726
1965	9,335,208
1964	7,744,888
1963	7,644,359
1962	6,943,470
1961	5,522,004
1960	6,703,086
1959	5,599,471
1958	4,244,045

U. S. CAR OUTPUT BY MODEL YEAR

1980	7,085,480
1979	9,526,024
1978	8,995,418
1977	9,159,100
1976	8,114,376
1975	6,523,880
1974	8,125,488
1973	9,915,802
1972	8,589,049
1971	7,221,290
1970	7,595,411
1969	8,440,765
1968	8,402,870
1967	7,666,898
1966	8,606,166
1965	7,882,679
1964	7,892,090
1963	7,339,992
1962	6,686,749
1961	5,407,256
1960	6,011,482
1959	5,566,527
1958	4,222,781

U. S. AUTO PRODUCTION BY MONTHS

	1976	1977	1978	1979	1980
January	669,630	712,548	688,096	786,839	531,670
February	685,549	700,399	689,355	738,808	624,301
March	827,342	936,870	905,041	889,775	643,200
April	797,742	819,154	875,652	723,248	580,855
May	779,077	880,640	929,094	935,198	527,353
June	859,751	956,064	872,012	826,678	534,085
July	537,225	694,436	524,766	583,765	417,038
August	535,162	514,643	512,073	445,349	312,758
September	657,240	757,266	741,768	622,851	534,480
October	694,810	876,044	915,978	783,843	675,001
November	775,913	792,743	862,127	627,346	562,380
December	718,318	652,867	637,336	454,669	473,764
Yearly totals	8,537,759	9,293,674	9,153,299	8,418,369	6,416,885

Breakdown by states, '80 vs. '79

Geographical trends in U. S. car output

	Total Output 1980	Pct. of Output 1980	Overall Pos. 1980	Total Output 1979	Pct. of 1979 Output	Overall Pos. 1979	Pct. Pt. Change '80 vs. '79
Michigan	1,731,830	26.99	1	2,430,603	28.87	1	— 1.88
Ohio	501,278	7.81	2	749,376	8.90	4	— 1.09
Georgia	439,939	6.86	3	397,094	4.72	8	+ 2.14
Delaware	430,067	6.70	4	305,683	3.63	9	+ 3.07
New Jersey	399,488	6.23	5	773,012	9.18	3	— 2.95
Missouri	370,783	5.78	6	849,067	10.09	2	— 4.31
Illinois	363,146	5.66	7	487,003	5.79	6	— 0.13
Oklahoma	329,201	5.13	8	102,160	1.21	16	+ 3.92
Kansas	312,849	4.88	9	184,468	2.19	13	+ 2.69
New York	287,491	4.48	10	228,902	2.72	10	+ 1.76
Wisconsin	285,929	4.46	11	399,577	4.75	7	— 0.29
California	261,242	4.07	12	707,186	8.40	5	— 4.33
Pennsylvania	197,106	3.07	13	173,192	2.06	14	+ 1.01
Texas	187,314	2.92	14	197,245	2.34	12	+ 0.58
Massachusetts	157,561	2.45	15	158,137	1.88	15	+ 0.57
Maryland	104,192	1.62	16	217,191	2.58	11	— 0.96
Kentucky	57,469	0.89	17	58,518	0.69	17	+ 0.2
TOTALS	6,416,885	100.00		8,418,369	100.00		

RV VEHICLE SHIPMENTS

1980**
(Total shipments, 180,900)

Travel trailers	52,000
Truck campers	5,000
Fold-down camping trailers	24,500
Motor homes	28,600
Multi-use vehicles	70,800

1979**
(Total shipments, 303,300)

Travel trailers	90,200
Truck campers	13,800
Fold-down camping trailers	31,100
Motor homes	64,100
Multi-use vehicles	104,100

1978**
(Total shipments—526,300)

Travel trailers	159,800
Truck campers	48,200
Fold-down camping trailers	48,200
Motor homes	157,200
Multi-use vehicles	136,400

**—Pickup covers no longer included in RVIA shipments.

1977
(Total shipments—745,600)

Travel trailers	167,900
Truck campers	31,900
Fold-down camping trailers	53,900
Motor homes	280,200
Pickup covers	211,700

1976
(Total shipments—656,300)

Travel Trailers	189,700
Truck Campers	42,000
Camping Trailers	53,300
Motor Homes	156,100
Pickup Covers	215,200

1975
(Total Shipments—552,100)

Travel Trailers	150,600
Truck Campers	44,300
Camping Trailers	48,100
Motor Homes	96,600
Pickup Covers	212,500

1974
(Total Shipments—529,200)

Travel Trailers	126,300
Truck Campers	45,400
Camping Trailers	55,200
Motor Homes*	68,900
Pickup Covers	233,400

1973
(Total Shipments—752,500)

Travel Trailers	212,300
Truck Campers	89,800
Camping Trailers	97,700
Motor Homes*	129,000
Pickup Covers	223,700

1972
(Total Shipments—747,500)

Travel Trailers	250,800
Truck Campers	105,100
Camping Trailers	110,200
Motor Homes*	116,800
Pickup Covers	164,600

1971
(Total Shipments—549,400)

Travel Trailers	190,800
Truck Campers	107,200
Camping Trailers	95,800
Motor Homes	57,200
Pickup Covers	98,400

1970
(Total Shipments—472,000)

Travel Trailers	138,000
Truck Campers	95,900
Camping Trailers	116,100
Motor Homes	30,300
Pickup Covers	91,700

1969
(Total Shipments—514,100)

Travel Trailers	144,000
Truck Campers	92,500
Camping Trailers	141,000
Motor Homes	23,100
Pickup Covers	113,500

1968
(Total Shipments—483,100)

Travel Trailers	115,200
Truck Campers	79,500
Camping Trailers	125,200
Motor Homes	13,200
Pickup Covers	150,000

1967
(Total Shipments—244,430)

Travel Trailers	94,500
Truck Campers	61,600
Camping Trailers	79,280
Motor Homes	9,050
Pickup Covers	....

*—Imports of Volkswagen Campmobile Motor Home included in 1972-1974 totals only.

Source: Recreational Vehicle Industry Assn.

U. S. VAN AND LIGHT TRUCK PRODUCTION '80 vs. '79

	Total Output 1980	Pct. of 1980 Output	Total Output 1979	Pct. of 1979 Output	Pct. Pt. Change '79 vs. '80
CHEVROLET	492,209	33.58	934,791	36.59	— 3.01
Blazer	21,109	1.44	77,882	3.05	— 1.61
El Camino	41,777	2.85	55,790	2.18	+ 0.67
Pickups	360,248	24.58	619,388	24.25	+ 0.33
Sportvan	25,675	1.75	22,056	0.86	+ 0.89
Utility vans	19,304	1.32	159,675	6.25	— 4.93
Utility vehicles	24,096	1.64	....	....	+ 1.64
CHRYSLER	118,959	8.11	375,399	14.69	— 6.58
Ramwagon	13,160	0.90	....	....	+ 0.90
Pickups	83,874	5.72	175,170	6.86	— 1.14
Ramcharger	4,538	0.31	19,871	0.78	— 0.47
Sportsman	10,208	0.70	32,233	1.26	— 0.56
Trail Duster	1,381	0.09	6,795	0.26	— 0.17
Utility vans	2,986	0.20	132,298	5.18	— 4.98
Voyager	2,812	0.19	9,032	0.35	— 0.16
FORD	637,250	43.47	825,893	32.33	+11.14
Bronco	33,253	2.27	90,922	3.56	— 1.29
Club Wagon	18,857	1.29	36,177	1.42	— 0.13
Econoline	69,473	4.74	139,196	5.45	— 0.71
Pickups	515,667	35.17	541,774	21.20	+13.97
Ranchero	....	....	17,824	0.70	— 0.70
GMC	126,245	8.61	251,579	9.85	— 1.24
Jimmy	5,534	0.38	20,152	0.79	— 0.41
Sprint/Caballero	4,662	0.32	6,818	0.27	+ 0.05
Suburban	13,597	0.93	20,743	0.81	+ 0.12
Pickups	96,500	6.58	171,026	6.70	— 0.12
Vandura/Rallyvans	5,952	0.40	32,840	1.28	— 0.88
INTERNATIONAL*	....	0.00	30,059	1.18	— 1.18
Scout	....	0.00	30,059	1.18	— 1.18
JEEP	62,841	4.29	134,624	5.27	— 0.98
Cherokee	7,614	0.52	39,183	1.53	— 1.01
CJ	37,907	2.59	49,038	1.92	+ 0.67
Pickups	6,839	0.47	18,966	0.74	— 0.27
Wagoneer	10,481	0.71	27,437	1.08	— 0.37
VOLKSWAGEN	28,390	1.94	2,407	0.09	+ 1.85
Pickups	28,390	1.94	2,407	0.09	+ 1.85
TOTAL	1,465,894	100.00	2,554,752	100.00	....

*—International Harvester refused to provide figures.

MODEL RUN OUTPUT IN U. S.

BY SIZE CLASSIFICATION

1980 Pos.	1980 Total	Make	1979 Total	1979 Pos.
		SUBCOMPACTS		
1	451,549	Chevette	340,877	1
2	223,267	Rabbit	132,822	6
3	169,737	Monza	163,953	3
4	162,478	Horizon	162,763	4
5	143,070	Sunbird	97,770	7
6	138,155	Omni	141,477	5
7	124,720	Pinto	199,018	2
8	71,032	Spirit	56,371	8
9	24,650	Bobcat	50,266	9
10	19,651	Acadian	44,927	10
11	8,322	Skyhawk	23,139	11
12	8,237	Starfire	20,299	12
	1,544,868	TOTAL	1,433,682	
		COMPACTS		
1	624,220	Citation	315,126	3
2	271,322	Mustang	369,936	2
3	234,454	Fairmont	395,367	1
4	211,809	Skylark	66,982	14
5	178,291	Phoenix	77,644	12
6	152,021	Camaro	282,582	4
7	134,323	Omega	40,225	16
8	109,773	Volare	209,686	6
9	107,340	Firebird	211,454	5
10	90,429	Granada	182,376	7
11	85,468	Aspen	143,584	8
12	80,456	Concord	102,853	11
13	79,984	Capri	110,144	10
14	70,068	Zephyr	125,377	9
15	46,379	Eagle	———	—
16	30,518	Monarch	75,879	13
17	1,746	Pacer	10,215	19
—	———	Club Wagon	52,877	15
—	———	Sportvan	27,186	17
—	———	Sportsman	25,451	18
—	———	Voyager	7,657	20
	2,508,601	TOTAL	2,832,601	
		INTERMEDIATES		
1	422,179	Cutlass	507,501	1
2	363,164	Century/Regal	329,202	3
3	277,575	Malibu	377,788	2
4	156,803	Thunderbird	284,141	4
5	126,006	Monte Carlo	282,163	5
6	114,714	Grand Prix	139,165	7
7	74,614	LeBaron	128,499	8
8	61,223	LeMans	112,703	9
9	58,028	Cougar	172,152	6
10	38,166	Diplomat	62,781	10
11	7,846	Caravelle	9,949	12
—	———	LTD	48,564	11
	1,700,318	TOTAL	2,454,608	
		STANDARDS		
1	239,312	Oldsmobile	419,238	2
2	186,384	Chevrolet	553,242	1
3	168,250	Buick	293,727	4
4	103,370	Ford	356,535	3
5	73,958	Pontiac	179,190	5
6	54,328	Mercury	140,800	6
7	29,114	Chrysler	100,726	7
8	18,724	'80 Gran Fury	———	—
9	17,068	St. Regis	———	—
10	2,574	Checker	———	—
—	———	Dodge	34,972	8
	893,082	TOTAL	2,078,430	
		LUXURY		
1	138,999	Cadillac	260,190	1
2	52,685	Eldorado	67,436	4
3	48,621	Riviera	52,181	7
4	43,440	Toronado	50,056	8
5	40,614	Corvette	53,807	5
6	39,344	Seville	53,487	6
7	38,891	Mark VI	75,939	3
8	31,233	Lincoln	92,600	2
9	4,784	Versailles	21,007	9
	438,611	TOTAL	726,703	
	7,085,480	GRAND TOTAL	9,526,024	

But pickup revival is expected this year

Truck sales on down slope

By Jack Walsh
Truck & RV Editor

Sales of new trucks of all types in the U. S. have been declining steadily since the Iranian revolution and the resultant explosion in fuel prices and shortages which precipitated a buyer switch to more fuel-efficient vehicles in the first quarter of 1979. No significant upturn in deliveries is anticipated before the final quarter of 1981.

The industry is anticipating a big revival in compact pickups when General Motors introduces its all-new compact vehicles at the start of the 1982 model year this fall. Production of Ford's new compact pickup is scheduled to start next January. A rebound in medium, heavy-truck hinges on an upturn in the general economy.

SALES OUTLETS FOR TRUCKS

Retail Outlets*

	Jan. 1, 1981	‡ Jan. 1, 1980
Chevrolet	5,700	5,870
Dodge	2,565	2,969
Ford	5,162	5,777
Freightliner	190	190
International	1,338	1,590
IVECO (Magirus)	152	125
Jeep	1,809	1,899
Kenworth**	120	120
Mack	248	252
Mercedes	166	163
Peterbilt	121	116
GMC	2,596	2,680
Plymouth**	2,482	2,793
Volvo	123	118
White†	230	246
FWD	71	82
Miscellaneous	248	298
Private outlets	23,321	25,088
Factory outlets	388	387
TOTALS	23,709	25,475
Adjustment for multiple franchising	2,839	2,234
NET TOTALS	21,870	23,241

*—Retail outlets include dealerships, distributorships and factory-owned outlets.
**—Kenworth totals are estimates. Plymouth trucks are the Voyager wagon, Trail Duster sports/utility vehicle and Arrow compact pickup.
†—White includes Autocar and Western Star.
‡—Revised.

U. S. TRUCK REGISTRATIONS

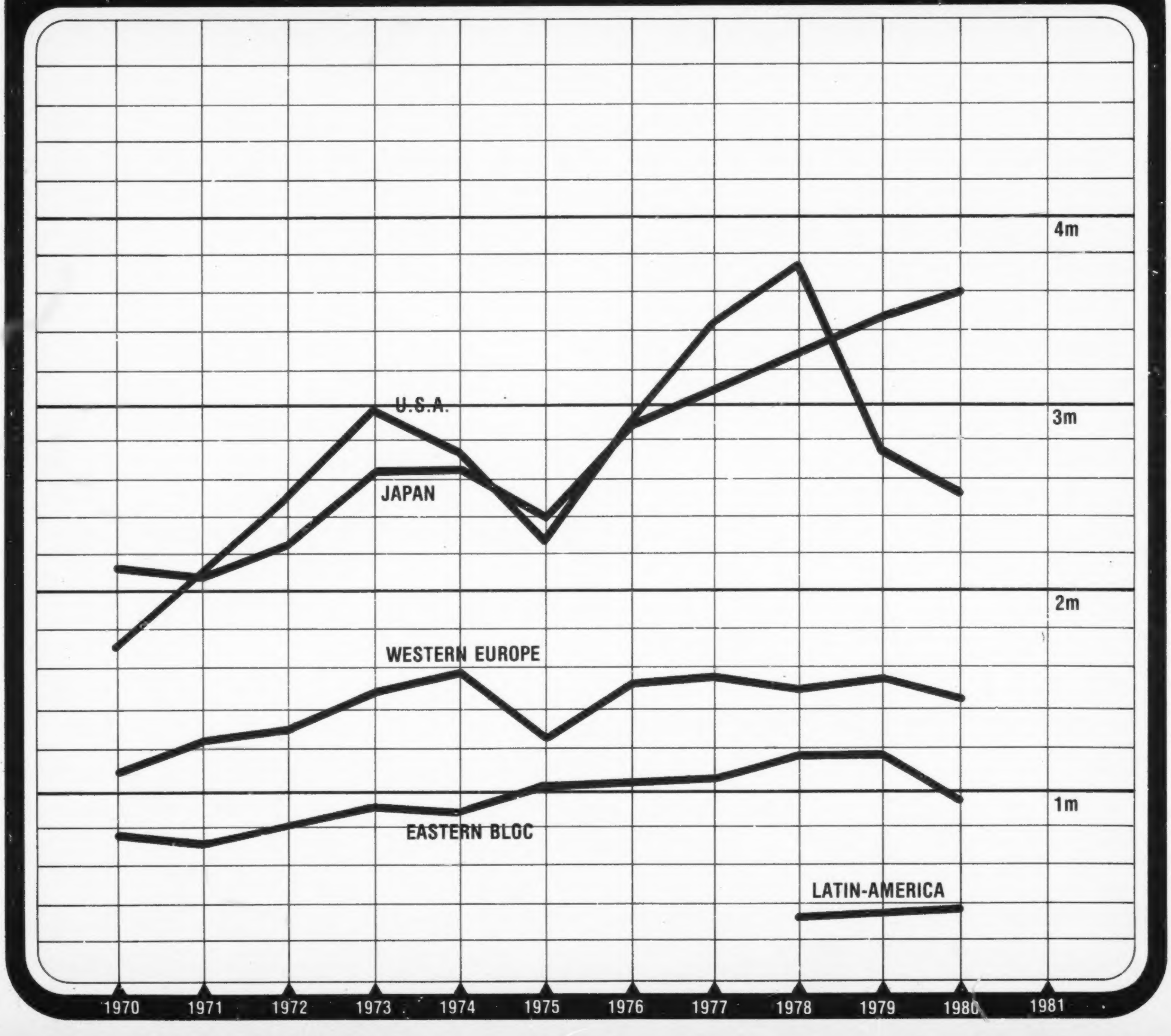
1980 VS. 1979★

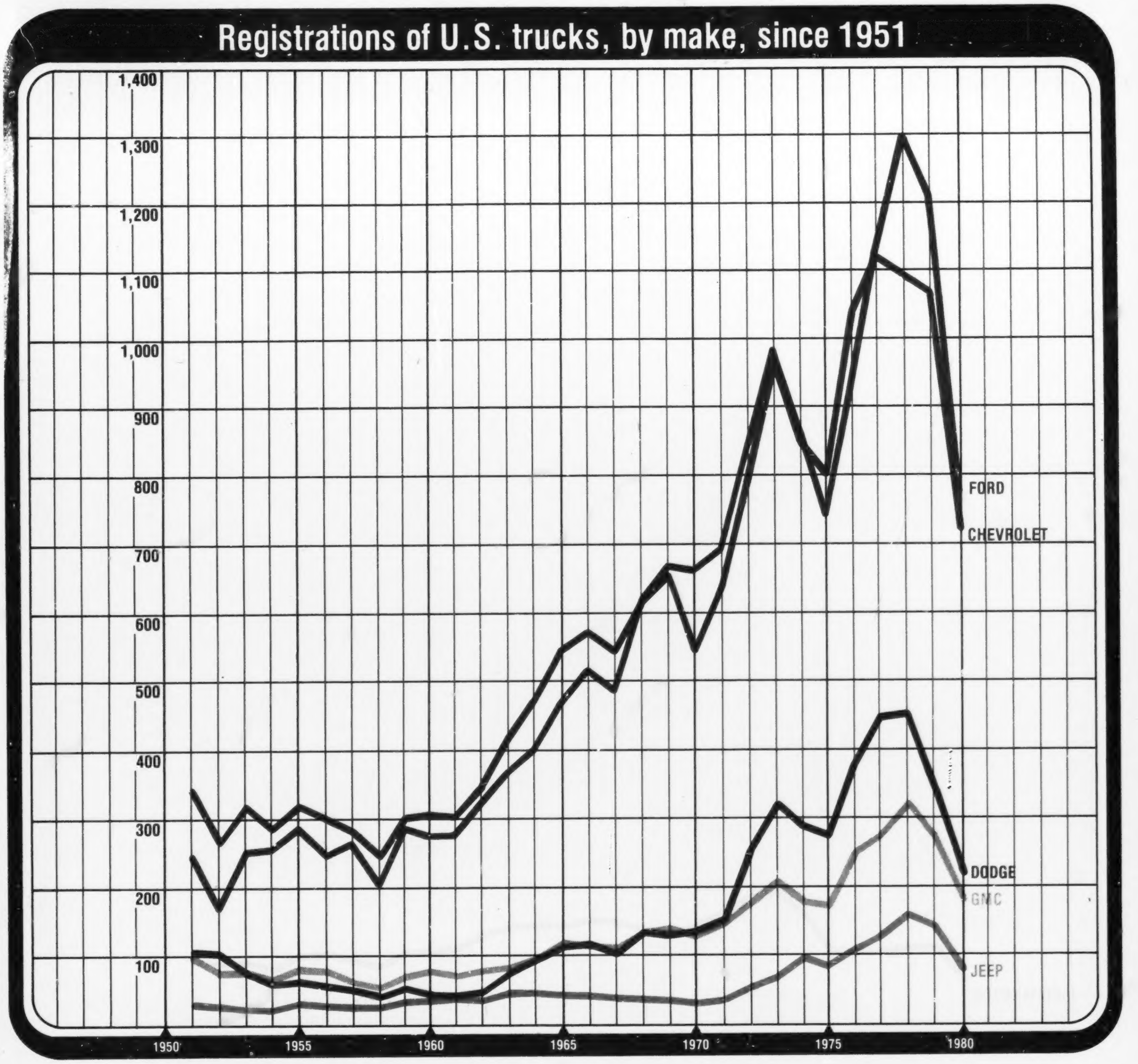
Based on R. L. Polk & Co. statistical report

	1980	Percent Share of '80 market	1979	Percent Share of '79 market	Pct. pt. Change, '80-'79
Ford	784,132	31.66	1,123,605	32.36	− 0.70
Chevrolet	737,788	29.79	1,085,855	31.27	− 1.48
Dodge	228,500	9.23	352,292	10.15	− 0.92
GMC	181,252	7.32	283,329	8.16	− 0.84
Jeep	81,923	3.31	145,583	4.19	− 0.88
International	74,484	3.01	116,739	3.36	− 0.35
Plymouth*	28,329	1.14	19,678	0.57	+ 0.57
Mack	21,743	0.88	29,265	0.84	+ 0.04
Kenworth	11,165	0.45	14,902	0.43	+ 0.02
Freightliner	10,465	0.42	13,636	0.39	+ 0.03
Peterbilt	7,008	0.28	8,696	0.25	+ 0.03
White	4,974	0.20	9,151	0.26	− 0.06
Autocar	1,550	0.06	2,228	0.07	− 0.01
Western Star	1,140	0.05	1,133	0.03	+ 0.02
Volvo	1,008	0.04	672	0.02	+ 0.02
Diamond Reo	....	....	....	....	....
Miscellaneous**	301,223	12.16	265,445	7.65	+ 4.51
TOTALS	2,476,777	100.00	3,472,209	100.00	....

★—No registrations for Oklahoma, 1980 and 1979.
*—Plymouth trucks are Trail Duster utility vehicles and Arrow pickups.
**—Miscellaneous includes imports, Crane Carrier, Oskosh, FWD, Hendrickson, etc.
NOTE: 1980 figures include window vans, 1979 totals do not.

World truck and bus production




Registrations of U.S. trucks, by make, since 1951

U. S. NEW TRUCK REGISTRATIONS SINCE 1951

	BROCKWAY	CHEVROLET	DIAMOND REO	DODGE	FORD	FREIGHTLINER*	GMC	INTERNATIONAL	JEEP	KENWORTH	MACK	PETERBILT	WHITE†	TOTAL
1951	2,182	350,344	4,508	106,600	250,802	....	100,285	95,184	24,292	668	9,794	301	12,260	1,003,850
1952	1,752	272,249	3,420	102,129	179,523	....	79,612	92,788	20,356	705	7,138	236	10,858	812,099
1953	2,080	327,960	3,398	82,345	266,027	....	82,296	95,404	17,712	747	6,890	332	12,261	930,312
1954	1,340	293,079	2,701	60,658	267,799	....	66,644	84,222	17,523	697	6,098	344	10,340	829,101
1955	1,144	329,791	3,697	66,208	295,900	....	84,877	100,441	27,252	1,182	10,932	424	14,372	957,101
1956	884	302,145	4,037	57,651	263,753	....	82,266	108,014	23,488	1,239	13,190	609	15,137	894,366
1957	738	290,960	3,472	49,431	277,301	....	62,165	96,956	22,005	980	13,312	486	12,491	858,085
1958	959	247,470	2,929	37,037	206,787	....	55,950	89,745	22,523	813	11,865	393	12,142	726,704
1959	1,196	306,237	3,008	52,278	292,931	....	69,509	109,053	30,864	715	13,473	595	15,497	942,133
1960	1,103	316,962	2,421	43,606	280,501	....	82,546	110,349	31,385	1,400	10,876	810	14,179	943,485
1961	979	306,175	1,795	40,147	284,214	....	69,596	116,538	32,644	1,135	8,618	714	13,199	918,608
1962	1,074	366,506	1,820	55,593	332,328	....	80,590	130,959	30,426	1,316	10,353	1,158	15,151	1,068,725
1963	1,206	425,406	2,072	75,025	382,099	....	87,814	145,105	44,339	1,997	12,099	1,482	16,438	1,244,224
1964	1,100	483,853	1,992	98,030	404,999	....	99,148	148,008	44,385	2,347	12,064	1,812	16,609	1,361,772
1965	1,047	567,473	2,486	116,639	477,068	....	118,273	148,195	42,415	2,876	13,127	2,023	18,954	1,528,859
1966	1,288	585,561	2,874	120,082	522,307	....	115,122	155,566	42,860	3,472	15,014	2,374	20,683	1,610,450
1967	1,248	551,923	3,913	101,458	494,921	....	113,982	150,946	39,757	2,912	13,434	2,230	17,458	1,518,426
1968	1,298	626,858	3,539	138,205	624,894	....	133,308	140,948	38,486	4,008	14,932	3,023	19,905	1,775,601
1969	1,507	670,890	4,151	130,446	679,237	....	139,449	137,888	36,017	5,592	15,655	3,630	21,321	1,888,812
1970	1,655	557,997	3,964	137,509	666,613	5,867	125,657	143,195	33,984	5,320	17,740	3,457	12,139	1,790,177
1971	1,685	647,258	4,107	159,778	700,635	6,495	144,112	158,194	36,354	6,739	15,582	4,296	10,622	1,993,186
1972	2,061	802,755	4,332	269,333	858,630	9,244	174,794	189,210	50,926	9,232	20,005	5,698	11,312	2,513,952
1973	2,267	991,099	4,757	325,051	995,156	12,483	213,797	199,875	68,227	11,601	24,075	6,869	13,906	3,029,074
1974	2,508	860,358	4,032	292,213	865,000	11,713	183,755	161,375	96,835	10,489	22,710	8,428	13,582	2,656,918
1975	1,451	815,595	1,589	282,271	747,807	6,237	170,186	111,352	85,111	5,633	13,718	4,801	7,137	2,397,417
1976	1,264	1,052,438	387	399,644	950,933	7,075	255,360	100,657	107,487	8,024	14,696	5,839	7,348	3,058,009
1977	802	1,133,201	5	460,623	1,139,224	9,928	280,776	108,753	124,843	12,330	22,994	9,453	10,844	3,509,328
1978	37	1,275,787	....	464,470	1,314,251	11,725	329,185	116,574	163,548	14,345	27,390	9,454	13,292	3,963,340
1979	2	1,085,855	....	371,970	1,123,605	14,308	283,329	116,739	145,583	14,893	29,265	8,693	12,512	3,472,209
1980	....	737,788	95	256,829	784,132	11,473	181,252	74,484	81,923	11,163	21,743	7,008	7,664	2,476,777

*Freightliner included in White total until 1970. †White total includes Autocar and Western Star.

Source: R. L. Polk & Co.

U. S. TRUCK REGISTRATIONS PER OUTLET

	1980	1979	1978	1977	7976	1975	1974
Ford	152	201	233	199	169	132	156
Chevrolet	129	181	215	187	188	136	146
Kenworth	93	124	128	139	66	51	95
Dodge	89	115	141	145	126	90	91
Mack	88	116	105	100	46	45	76
GMC	70	106	121	102	93	62	70
Peterbilt	58	76	86	121	51	45	86
International	56	74	70	65	52	52	70
Freightliner	55	72	62	......	......	......	......
Jeep	45	77	93	71	67	54	67
White	33	51	54	83	47	20	97
Plymouth*	12	17	7	2	1	1	1
Volvo	8	......	......	......	......	......	......

*—Plymouth trucks are four-wheel-drive Trail Duster vehicles and Arrow compact pickups.
NOTE—White totals include Autocar and Western Star, and Freightliner prior to 1978.

FACTORY SALES OF SPECIAL TRUCKS

4 x 4 TRUCKS

	Domestic	Export	Total
1961	72,050	75,024	147,074
1962	84,559	35,188	119,747
1963	95,316	41,299	136,615
1964	92,384	44,990	137,374
1965	106,206	39,772	145,978
1966	111,194	39,548	150,742
1967	115,766	37,829	153,595
1968	128,093	34,326	162,419
1969	142,790	32,036	174,826
1970	142,095	19,740	161,835
1971	204,811	20,561	225,372
1972	271,382	25,656	297,038
1973	368,471	35,157	403,628
1974	431,108	49,816	480,924
1975	413,720	65,991	479,711
1976	615,652	58,680	674,332
1977	749,154	74,959	824,113
1978	893,662	79,361	973,023
1979	666,522	85,066	751,588
1980	241,528	55,290	296,818

TRUCKS WITH DIESEL ENGINES

	Domestic	Export	Total
1959	32,741	2,753	35,494
1960	28,186	2,774	30,960
1961	24,940	3,485	28,425
1962	38,464	5,383	43,847
1963	47,211	9,191	56,402
1964	57,179	8,197	65,376
1965	72,357	9,794	82,151
1966	85,619	11,011	96,560
1967	70,800	13,225	84,025
1968	83,423	10,396	93,819
1969	101,703	13,167	114,870
1970	91,801	13,913	105,714
1971	101,488	11,664	113,152
1972	129,628	13,461	143,089
1973	152,373	16,016	168,389
1974	144,702	22,557	167,259
1975	72,605	29,903	102,508
1976	107,216	21,860	129,076
1977	165,559	19,738	185,297
1978	219,915	23,933	243,848
1979	227,834	28,210	258,528
1980	214,562	29,584	244,146

MULTI-STOP DELIVERY TRUCKS

	Domestic	Export	Total
1957	23,066	1,230	24,296
1958	20,711	1,651	22,362
1959	31,933	1,077	33,010
1960	30,074	914	30,988
1961	31,949	1,445	33,394
1962	31,749	738	32,487
1963	33,303	792	34,095
1964	29,467	1,039	30,506
1965	41,102	866	41,968
1966	37,520	1,333	38,853
1967	36,893	1,950	38,843
1968	35,842	988	36,830
1969	48,918	1,904	50,822
1970	45,244	2,258	47,502
1971	68,211	3,886	72,097
1972	73,005	4,534	77,539
1973	82,811	5,885	88,696
1974	38,800	3,987	42,787
1975	33,019	4,000	37,019
1976	49,473	4,664	54,137
1977	52,573	3,685	56,258
1978	112,730	7,142	119,872
1979	45,395	6,422	51,817
1980	23,148	3,466	26,614

TRUCKS WITH 3 OR MORE AXLES

	Domestic	Export	Total
1957	23,082	2,602	25,684
1958	17,585	1,679	19,264
1959	27,349	2,165	29,514
1960	24,621	2,077	26,698
1961	24,004	1,741	25,745
1962	30,525	1,898	32,423
1963	39,847	2,374	42,221
1964	50,588	3,406	53,994
1965	57,968	4,241	62,209
1966	71,817	4,914	76,731
1967	58,745	6,424	65,169
1968	65,923	6,143	72,066
1969	81,286	12,431	93,717
1970	76,129	9,426	85,555
1971	84,027	9,314	93,341
1972	106,732	12,165	118,897
1973	124,913	14,652	139,565
1974	125,658	21,126	146,784
1975	56,772	26.682	83,454
1976	80,533	16,064	96,597
1977	124,427	13,804	138,231
1978	134,296	16,668	150,964
1979	142,646	23,315	165,961
1980	86,572	17,747	104,319

Source: Motor Vehicle Manufacturers Assn.

U. S. TRUCK REGISTRATIONS BY MAKE AND GVW, 1980 VS. 1979

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	'80	....	....	....	....	....	....	....	1,550	1,550
	'79	....	....	....	....	....	....	....	2,227	2,227
BROCKWAY	'80	....	....	....	....	....	....	....	....	....
	'79	....	....	....	....	....	....	....	2	2
CHEVROLET	'80	365,766	339,139	1,922	....	1,378	13,567	13,041	2,975	737,788
	'79	445,549	591,506	4,948	....	1,786	34,892	1,139	5,950	1,084,870
(Memo-Units)#	'80	164,720	97,545	....	....	....	....	....	....	262,265
	'79	205,206	172,926	....	....	....	....	....	....	378,132
DIAMOND REO	'80	....	....	....	....	....	....	....	95	95
	'79	....	....	....	....	....	....	....	....	....
DODGE	'80	101,513	121,176	5,618	193	....	....	....	....	228,500
	'79	106,712	207,453	32,869	4,936	....	....	....	....	351,970
(Memo-Units)#	'80	67,817	78,567	3,173	....	....	....	....	....	147,557
	'79	60,026	112,332	26,340	....	....	....	....	....	198,698
FORD	'80	247,118	470,054	517	....	....	20,244	32,514	13,685	784,132
	'79	296,309	734,342	456	....	....	53,843	15,228	22,478	1,122,656
(Memo-Units)#	'80	99,625	153,254	....	....	....	....	....	....	252,879
	'79	111,758	220,692	....	....	....	....	....	....	332,450
FREIGHTLINER	'80	....	....	....	....	....	....	....	10,465	10,465
	'79	....	....	....	....	....	....	....	13,636	13,636
FWD	'80	....	....	....	....	....	2	714	292	1,008
	'79	....	....	....	....	....	....	....	....	....
GMC	'80	53,017	88,721	6	....	886	9,564	13,393	15,665	181,252
	'79	68,532	167,198	1,020	....	1,041	24,983	1,973	18,393	283,140
(Memo-Units)#	'80	9,136	23,845	....	....	....	....	....	....	32,981
	'79	13,871	47,114	....	....	....	....	....	....	60,985
INTERNATIONAL	'80	....	17,724	....	....	....	16,580	18,494	21,686	74,484
	'79	....	23,464	....	....	....	27,221	27,309	38,585	116,579
(Memo-Units)#	'80	....	....	....	....	....	....	....	....	....
	'79	....	....	....	....	....	....	....	....	....
JEEP	'80	49,710	32,213	....	....	....	....	....	....	81,823
	'79	83,401	61,813	....	....	....	....	....	....	145,214
(Memo-Units)#	'80	49,710	23,358	....	....	....	....	....	....	73,068
	'79	83,401	26,781	....	....	....	....	....	....	110,182
KENWORTH	'80	....	....	....	....	....	....	....	11,163	11,163
	'79	....	....	....	....	....	....	....	14,893	14,893
MACK	'80	....	....	....	....	....	688	....	21,055	21,743
	'79	....	....	....	....	....	....	....	29,264	29,264
PETERBILT	'80	....	....	....	....	....	....	....	7,008	7,008
	'79	....	....	....	....	....	....	....	8,693	8,693
PLYMOUTH*	'80	19,619	8,710	....	....	....	....	....	....	28,329
	'79	14,428	5,250	....	....	....	....	....	....	19,678
WESTERN STAR	'80	....	....	....	....	....	....	....	1,140	1,140
	'79	....	....	....	....	....	....	....	1,133	1,133
WHITE	'80	....	....	....	....	....	....	....	4,974	4,974
	'79	....	....	....	....	....	....	....	9,145	9,145
MISCELLANEOUS**	'80	294,199	330	13	10	25	3,145	1,563	1,938	301,223
	'79	258,003	14	43	6	31	2,687	1,666	2,360	264,810
TOTALS	'80	1,130,942	1,078,067	8,076	203	2,289	63,790	79,719	113,691	2,476,777
	'79	1,272,934	1,791,040	39,336	4,942	2,858	143,626	47,215	165,859	3,467,910*

★—No Oklahoma registrations, 1980 and 1979.
NOTE: 1980 figures include window vans, 1979 totals do not.
*—1979 totals do not include Hawaii registrations for December.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. *—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

1980 TRUCKS—U. S. PRODUCTION TOTALS, MAKES AND MONTHS

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	SECOND QUARTER TOTAL	JULY	AUGUST	SEPTEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER TOTAL	GRAND TOTAL
Chevrolet	61,973	65,922	45,411	173,306	35,010	26,314	24,682	86,006	31,284	6,308	34,140	71,732	54,507	50,985	55,673	161,165	492,209
Dodge	13,406	10,064	13,469	36,939	12,505	15,478	16,654	44,637	3,179	3,641	12,336	19,156	8,087	4,254	5,886	18,227	118,959
Ford	56,000	60,324	67,144	183,468	49,749	33,146	22,625	105,520	24,203	41,844	51,352	117,399	75,190	57,552	42,378	175,120	581,507
GMC	15,362	15,859	14,038	45,259	15,509	14,655	12,712	42,876	14,624	5,392	12,551	32,567	18,678	18,007	16,315	53,000	173,702
International	....	....	....	....	2,787	11,203	9,828	23,818	8,017	8,746	7,794	24,557	6,991	4,999	5,845	17,835	66,210
Mack	2,587	2,636	2,793	8,016	2,141	1,915	1,538	5,594	1,568	1,505	1,604	4,677	2,083	1,626	1,391	5,100	23,387
Jeep	9,271	6,658	2,125	18,054	5,069	850	5,296	11,215	39	4,716	7,275	12,030	7,795	6,887	6,860	21,542	62,841
AM Corp.	935	588	588	2,111	493	604	648	1,745	866	1,444	498	2,808	867	430	240	1,537	8,201
Miscellaneous	4,713	4,285	4,563	13,561	3,435	2,880	2,528	8,843	2,693	2,369	2,157	7,219	2,902	2,756	2,802	8,460	38,083
Volkswagen	941	3,017	2,835	6,793	3,030	2,540	2,630	8,200	2,880	2,499	353	5,732	2,788	2,289	2,588	7,665	28,390
Total Trucks, U. S.	165,188	169,353	152,966	487,507	129,728	109,585	99,141	338,454	89,353	78,464	130,060	297,877	179,888	149,785	139,978	469,651	1,593,489

—AM Corp. vehicles are a breakout of nonmilitary vehicles from Jeep. Jeep figures indicates military vehicles only.

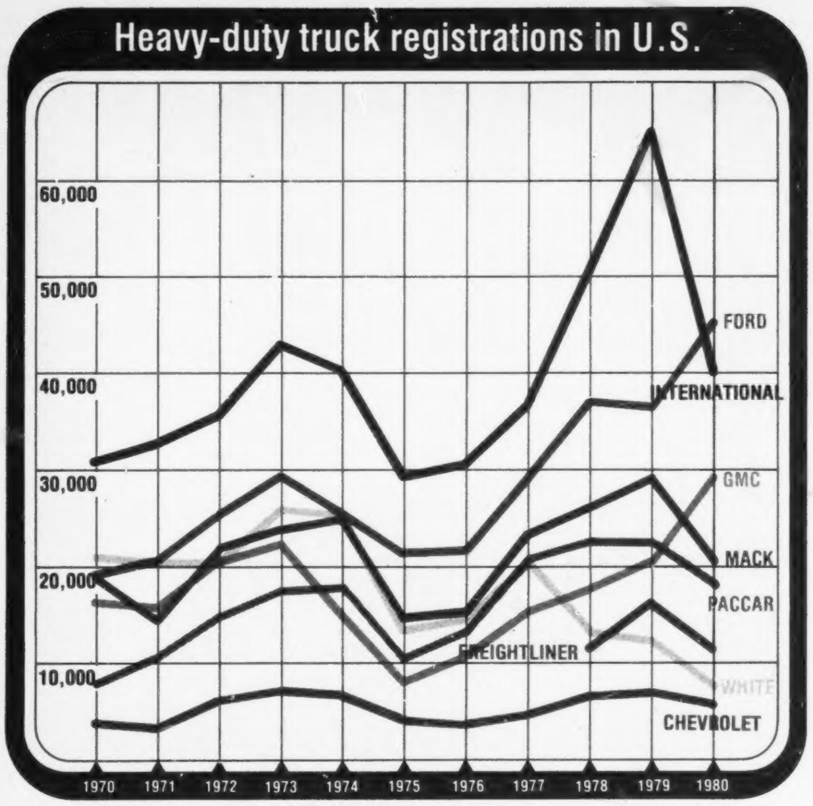
1980 TRUCKS — CANADIAN PRODUCTION TOTALS, MAKES AND MONTHS

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	SECOND QUARTER TOTAL	JULY	AUGUST	SEPTEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER TOTAL	GRAND TOTAL
Chrysler Corp.	1,262	1,828	5,118	8,208	4,658	4,459	4,866	13,983	212	7,195	7,007	14,414	7,694	3,013	5,605	16,312	52,917
Ford Motor	15,245	16,037	19,984	51,266	16,528	16,142	16,132	48,802	9,937	6,910	19,953	36,800	20,561	14,512	14,170	49,243	186,111
General Motors	24,094	23,077	25,801	72,972	25,712	18,782	20,113	64,607	10,576	10,224	20,388	41,188	26,061	26,942	22,870	75,873	254,640
American Motors	2,756	2,186	3,537	8,479	899	2,375	....	3,274	....	....	....	....	....	....	....	....	11,753
International	631	1,189	1,340	3,160	1,297	1,859	1,793	4,949	847	1,388	1,723	4,458	1,320	1,199	953	3,472	16,039
Mack	262	259	258	779	215	170	133	518	154	70	144	368	130	98	188	416	2,081
White	285	300	342	927	298	282	278	858	205	135	121	461	177	152	161	490	2,736
Total Trucks, Canada	44,535	44,876	56,380	145,791	49,607	44,069	43,315	136,991	21,931	26,422	49,336	97,689	55,943	45,916	43,947	145,806	526,277

NEW-TRUCK REGISTRATIONS IN U. S., 1979-1980

Truck registrations as compiled by R. L. Polk & Co.		Chrysler Corp.	Ford	Chevrolet	G.M.C.	International	Jeep Truck	Pacific Car & Foundry Corp.	Mack Truck Corp.	Freightliner	White (Autocar,) Western Star	Misc. Domestic & Foreign	TOTAL		Truck registrations as compiled by R. L. Polk & Co.
Alabama	'80	3198	13183	13685	2550	955	777	390	455	322	275	4975	40174	'80	Alabama
	'79	4154	19966	19988	4485	1719	1089	604	718	400	374	5289	58786	'79	
Alaska	'80	1044	1928	1933	559	224	184	104	15	7	65	1163	7246	'80	Alaska
	'79	708	2417	1940	511	196	255	51	12	7	27	638	6760	'79	
Arizona	'80	3164	13730	13165	2984	640	1231	198	111	77	88	7376	42696	'80	Arizona
	'79	4506	16272	16506	4310	862	1565	333	119	97	109	7265	52044	'79	
Arkansas	'80	3168	14057	13380	2899	783	1281	257	242	135	93	3071	39061	'80	Arkansas
	'79	4140	20109	17242	4604	1246	1785	419	312	449	83	3038	53427	'79	
California	'80	32229	62917	60979	14390	5182	5211	2329	784	1517	969	74349	260546	'80	California
	'79	39780	84982	87869	22473	7507	6657	2976	904	2312	1016	61631	318107	'79	
Colorado	'80	3954	15740	11890	2558	1421	3303	348	211	182	85	7517	47189	'80	Colorado
	'79	5081	19580	15247	3689	2107	4082	387	251	153	129	7048	57754	'79	
Connecticut	'80	2175	5966	6146	1671	852	1824	94	254	18	100	2703	20092	'80	Connecticut
	'79	2784	7707	9238	2801	1136	1890	79	392	42	177	2220	28468	'79	
Delaware	'80	651	2233	1962	435	533	290	75	87	67	28	593	6904	'80	Delaware
	'79	765	2820	2637	581	1058	442	170	123	130	30	531	9287	'79	
Florida	'80	14573	42444	27117	10823	2948	3345	606	1288	240	414	14671	117540	'80	Florida
	'79	15871	47872	35462	12036	3655	3736	577	1225	279	629	11634	132976	'79	
Georgia	'80	6319	23665	17569	3866	1366	1450	558	728	246	309	8450	64506	'80	Georgia
	'79	6576	28187	23557	5367	1942	1681	634	312	160	299	6594	75899	'79	
Hawaii	'80	583	2010	1564	324	302	428	45	3		12	4289	9580	'80	Hawaii
	'79	640	1801	1803	366	292	687	39	2		12	2248	7890	'79	
Idaho	'80	1277	4287	4649	1352	305	369	199	186	49	34	2601	15217	'80	Idaho
	'79	1556	6077	6276	2279	482	499	277	267	75	38	2282	20107	'79	
Illinois	'80	9850	34758	33802	8897	4841	5297	1107	1021	728	425	6259	106985	'80	Illinois
	'79	13450	57408	53076	13918	8659	10964	1243	1836	854	886	5362	167676	'79	
Indiana	'80	4795	17541	16479	4915	2652	1676	529	476	365	148	3468	53055	'80	Indiana
	'79	7423	30606	31878	8323	5170	3687	775	767	562	287	3512	93180	'79	
Iowa	'80	3499	12732	13382	2504	885	1138	57	153	51	12	[illegible]	36661	'80	Iowa
	'79	5328	21138	21533	4681	1690	1925	347	345	244	53	1952	59136	'79	
Kansas	'80	2687	12792	13332	3593	1028	1184	309	180	121	135	3122	38613	'80	Kansas
	'79	3849	19074	18673	5185	1568	1800	603	181	348	148	3340	54769	'79	
Kentucky	'80	2872	12024	11484	1992	751	1572	229	507	111	33	3098	34614	'80	Kentucky
	'79	4673	21284	23768	3612	1268	3292	169	756	118	60	3445	62645	'79	
Louisiana	'80	6849	25638	23587	5970	1228	1294	4047	533	240	163	5485	71296	'80	Louisiana
	'79	7823	32390	36624	7691	1801	1147	389	496	225	138	4434	82938	'79	
Maine	'80	807	2957	3157	1319	364	421	22	60	35	27	1374	10543	'80	Maine
	'79	1544	5077	5649	2406	616	870	59	99	60	57	1381	17818	'79	
Maryland	'80	4402	13709	12232	2764	1432	1164	157	463	277	151	4190	40941	'80	Maryland
	'79	5429	19135	15614	3616	2327	2015	168	633	129	264	3558	52886	'79	
Massachusetts	'80	4119	10187	10275	3079	1251	1494	84	538	88	76	3608	34699	'80	Massachusetts
	'79	5348	14952	14606	4756	1796	2591	143	[illegible]	53	140	2706	47648	'79	
Michigan	'80	10026	29966	26281	7238	2079	3246	251	358	294	165	4577	84390	'80	Michigan
	'79	15139	48769	49633	14275	3948	7485	403	440	209	309	4683	145253	'79	
Minnesota	'80	5587	20806	15486	3601	1936	1348	461	331	362	42	2789	52821	'80	Minnesota
	'79	8474	30860	23920	5965	3571	2378	709	423	466	111	2328	79245	'79	
Mississippi	'80	2274	12131	10930	2540	643	619	148	355	168	87	3586	33399	'80	Mississippi
	'79	3218	18591	15725	3791	1179	864	318	445	166	198	3146	47641	'79	
Missouri	'80	5784	18908	18248	5145	1909	1882	256	166	315	118	4581	57312	'80	Missouri
	'79	8626	30590	30453	8389	3119	3620	397	198	376	166	4565	90399	'79	
Montana	'80	1052	4616	4903	1465	346	452	275	24	69	33	1848	15091	'80	Montana
	'79	1297	6836	6544	1973	433	686	280	27	82	22	1503	19663	'79	
Nebraska	'80	2018	8847	8212	2361	1148	614	910	235	453	97	1755	26582	'80	Nebraska
	'79	2743	14117	12066	3616	1796	826	1234	414	526	190	1541	39069	'79	
Nevada	'80	1677	4889	4172	1076	243	724	88	15	30	30	2679	15614	'80	Nevada
	'79	2023	5747	5176	1663	436	942	111	17	22	40	2616	18793	'79	
New Hampshire	'80	1444	4035	4878	1410	710	861	56	234	28	23	2094	15773	'80	New Hampshire
	'79	2053	6105	7762	2686	972	1629	99	400	40	63	1955	23764	'79	
New Jersey	'80	6847	16843	14937	3323	2137	2421	410	1174	344	301	5208	55945	'80	New Jersey
	'79	9455	20759	18588	4021	2990	3156	483	1602	317	533	3349	65253	'79	
New Mexico	'80	1439	8189	7717	2257	598	660	201	162	54	41	3057	24375	'80	New Mexico
	'79	2150	12081	9553	4002	736	999	234	177	90	47	2846	33006	'79	
New York	'80	12911	26793	27641	7229	4376	4117	309	1540	221	327	5823	92077	'80	New York
	'79	16698	37923	39631	11746	5642	7184	405	1627	278	499	5050	126883	'79	
North Carolina	'80	4364	17999	18387	3745	1891	2486	380	395	349	218	8392	57726	'80	North Carolina
	'79	6325	27242	25868	6562	2885	4046	778	678	484	448	8122	83238	'79	
North Dakota	'80	1010	4213	4743	1206	520	354	144	37	36	21	807	13091	'80	North Dakota
	'79	1428	6678	6733	2025	798	597	235	58	119	33	747	19451	'79	
Ohio	'80	9219	28081	28713	6531	4519	3481	521	1014	697	442	6293	89511	'80	Ohio
	'79	14791	48809	49911	11227	6602	7857	742	2093	578	1082	5269	148961	'79	
Oklahoma	'80													'80	Oklahoma
	'79													'79	
Oregon	'80	3088	10977	9722	2175	872	760	573	194	449	207	11214	40231	'80	Oregon
	'79	4259	16256	16176	3666	1318	1264	829	343	539	344	10102	55096	'79	
Pennsylvania	'80	10708	30757	28760	6475	5082	5652	610	1931	336	383	8451	99145	'80	Pennsylvania
	'79	16204	48237	42068	11415	7445	12115	841	2975	[illegible]	616	6927	149290	'79	
Rhode Island	'80	613	1502	1256	378	208	262	29	116	37	24	577	4997	'80	Rhode Island
	'79	1010	2389	1974	588	279	496	46	195	34	20	506	7549	'79	
South Carolina	'80	3123	10086	8306	2564	688	891	225	241	121	64	4165	30473	'80	South Carolina
	'79	3727	13127	11250	2483	1387	1295	234	460	79	151	3890	38083	'79	
South Dakota	'80	879	3456	3630	689	329	244	97	24	159	20	[illegible]	10244	'80	South Dakota
	'79	1337	6077	5769	1282	649	512	129	39	223	20	[illegible]	16706	'79	
Tennessee	'80	4597	15237	14080	3489	1352	1809	376	371	186	188	5929	48514	'80	Tennessee
	'79	5897	23482	22832	6550	1850	2765	398	572	241	783	5419	70789	'79	
Texas	'80	17622	90707	93440	18864	8305	5813	1983	2613	1108	849	29975	269284	'80	Texas
	'79	21143	106935	113382	25099	9747	5618	2056	2349	1245	867	18509	307031	'79	
Utah	'80	1255	4088	4150	1542	243	702	328	137	110	49	2324	14938	'80	Utah
	'79	1897	6845	6499	3089	547	1162	448	218	177	92	3165	24139	'79	
Vermont	'80	563	1684	1024	578	334	418	3	49	18	3	997	6672	'80	Vermont
	'79	861	2497	3006	1055	440	870	22	58	15	8	818	9650	'79	
Virginia	'80	5689	17590	14770	3067	1538	2469	239	627	165	118	6183	52465	'80	Virginia
	'79	7290	27226	20904	4720	1936	4101	340	1096	161	232	5020	73026	'79	
Washington	'80	4498	13516	11317	3021	1090	897	468	251	202	41	11891	47192	'80	Washington
	'79	5824	19417	18463	5696	1283	1232	651	257	312	100	11856	65091	'79	
West Virginia	'80	2801	7828	6782	1750	865	1881	38	266	35	84	2096	26336	'80	West Virginia
	'79	4006	14313	14990	3097	1551	4021	70	376	58	161	1880	44502	'79	
Wisconsin	'80	4660	15807	13389	4582	2630	1571	333	383	336	157	3172	47080	'80	Wisconsin
	'79	6335	23843	20315	6790	3686	3412	445	433	240	225	2240	67964	'79	
Wyoming	'80	1131	5586	5199	1863	384	731	279	78	25	79	1439	16798	'80	Wyoming
	'79	1488	8042	6020	2472	484	1038	234	84	55	43	1207	21147	'79	
Dist. of Columbia	'80	238	575	450	78	26	57	1	7	2	1	99	1532	'80	Dist. of Columbia
	'79	219	740	560	112	58	81	2	6	2	11	60	1851	'79	
Federal Government	'80	11394	1883	7841	1493	1251	710	1	244		91	58	24966	'80	Federal Government
	'79	10078	1655	10864	1170	1876	10663	5	367		142	35	36855	'79	
Motor Homes	'80	5894	2921	3645	355							2413	14328	'80	Motor Homes
	'79	44781	8443	19964	4204							5232	82604	'79	
United States Total	'80	256829	784132	737788	181252	74484	81923	16171	21743	11473	7684	301318	2476777	'80	United States Total
	'79	371970	1123605	1085855	283329	116739	145583	23598	29265	14308	12512	265446	3472209	'79	

Registrations for the State of Oklahoma are not available.



Heavy-duty truck registrations in U.S.

- Mack includes Brockway
- PACCAR includes Kenworth and Peterbilt
- White includes Freightliner until 1977

26,001 lbs. GVW & over

U. S. TRUCK PRODUCTION BY MONTHS

	1976	1977	1978	1979	1980
January	214,931	260,749	240,919	336,734	165,188
February	230,638	260,996	277,606	308,358	169,353
March	273,905	328,950	330,800	358,126	152,966
April	266,097	289,396	315,994	256,090	129,728
May	263,683	293,672	330,065	338,961	109,585
June	299,689	315,172	344,408	292,897	99,141
July	248,035	258,488	278,020	205,265	89,353
August	249,417	283,549	278,378	138,846	78,464
September	215,993	300,728	300,115	178,078	130,060
October	203,501	319,375	364,473	227,853	179,888
November	248,113	282,596	339,721	185,001	149,785
December	232,408	239,898	276,248	147,289	139,978
Yearly totals	2,946,410	3,433,569	3,676,747	2,973,498	1,593,489

U.S. TRUCK SCRAPPAGE SINCE 1950

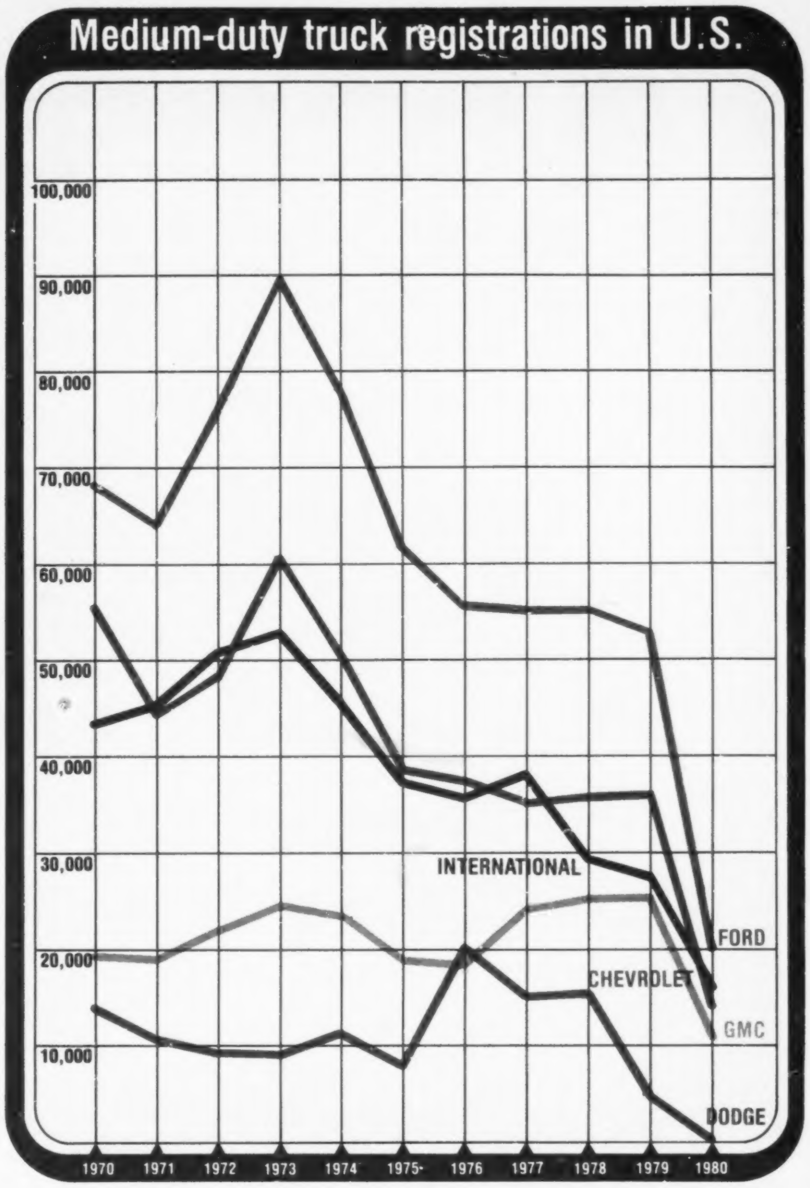
TRUCKS IN USE ON JULY 1		TRUCKS IN USE ON JUNE 30		Growth of Trucks In Use During Period	New Trucks Registered 7/1 - 6/30	Trucks Scrapped During Period	Growth % of Trucks In Use	Scrappage % of New Trucks Regis. During Period	Scrappage % of Trucks In Use on July 1
1950	7,577,037	1951	8,064,883	487,846	1,147,854	660,008	6.4	57.5	8.7
1951	8,064,883	1952	8,419,855	354,972	886,807	531,835	4.4	60.0	6.6
1952	8,419,855	1953	8,692,574	272,719	888,651	615,932	3.2	69.3	7.3
1953	8,692,574	1954	8,880,408	107,834	888,347	780,513	1.2	87.9	9.0
1954	8,800,408	1955	9,162,444	362,036	829,695	467,659	4.1	56.4	5.3
1955	9,162,444	1956	9,544,082	381,638	977,895	596,257	4.2	61.0	6.5
1956	9,544,082	1957	9,775,950	231,868	862,171	630,303	2.4	73.1	6.6
1957	9,775,950	1958	10,056,567	280,617	782,862	502,245	2.9	84.2	5.1
1958	10,056,567	1959	10,532,145	475,578	847,663	372,085	4.7	43.9	3.7
1959	10,532,145	1960	10,802,959	270,814	961,382	690,568	2.6	71.8	6.6
1960	10,802,959	1961	11,042,770	239,811	886,602	646,791	2.2	73.0	6.0
1961	11,042,770	1962	11,463,381	420,611	996,514	575,903	3.8	57.8	5.2
1962	11,463,381	1963	11,902,039	438,658	1,158,697	720,039	3.8	62.1	6.3
1963	11,902,039	1964	12,444,964	542,925	1,322,795	779,870	4.6	59.0	6.6
1964	12,444,964	1965	13,126,579	681,615	1,417,590	735,975	5.5	51.9	5.9
1965	13,126,579	1966	14,356,591	530,012(1)	1,603,605	1,073,593	4.0	66.9	8.2
1966	14,356,591	1967	14,988,491	631,900	1,578,549	946,649	4.4	60.0	6.6
1967	14,988,491	1968	15,684,917	696,426	1,556,968	860,542	4.6	55.3	5.7
1968	15,684,917	1969	16,586,368	901,451	1,867,454	966,003	5.7	51.7	6.2
1969	16,586,368	1970	17,687,505	1,101,137	1,938,310	837,173	6.6	43.2	5.0
1970	17,687,505	1971	18,462,287	774,782	1,818,659	1,043,877	4.4	57.4	5.9
1971	18,462,287	1972	19,772,938	1,310,651	2,358,682	1,048,031	7.1	44.4	5.7
1972	19,772,938	1973	21,411,931	1,638,993	2,846,529	1,207,536	8.3	42.4	6.1
1973	21,411,931	1974	23,312,245	1,900,314	2,947,521	1,047,207	8.9	35.5	4.9
1974	23,312,245	1975	24,812,843	1,500,598	2,408,297	907,699	6.4	37.7	3.9
1975	24,812,843	1976	26,560,296	1,747,453	2,844,910	1,097,457	6.6	38.6	4.4
1976	26,560,296	1977	28,221,661	1,661,365	3,329,018	1,667,653	5.9	50.1	6.3
1977	28,221,661	1978	30,564,701	2,343,040	3,769,334	1,426,294	8.3	37.8	5.1
1978	30,564,701	1979	32,582,991	2,018,290	3,934,432	1,916,142	6.6	48.7	6.3
1979	33,893,909*	1980	35,267,535	1,373,626	3,105,296	1,731,670	4.1	55.8	5.1

*—Adjusted to reflect transfer of 1,310,918 passenger vans from passenger car total to truck total.

1.—Each year many trucks are issued passenger car license plates due to their intended usage or local states laws. Beginning in 1966 VIN prefixes were utilized to achieve an accurate means of identifying these trucks in all states. The 1965 growth and scrappage figures have been adjusted to reflect the estimated 700,000 trucks which were selected from the passenger car file and properly counted as trucks.

Note: Adjustments for the absence of Oklahoma and other states have been made where applicable.

R. L. POLK & CO. MOTOR STATISTICAL DIVISION



Medium-duty truck registrations in U.S.

U. S. HEAVY DUTY REGISTRATIONS

1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	1980	Percent Share of '80 market	1979	Percent Share of '79 market	Pct. Pt. Change, '80-'79
Ford	46,199	23.89	37,706	17.68	+ 6.20
International	40,180	20.78	65,894	30.91	−10.13
GMC	29,058	15.02	20,366	9.55	+ 5.47
Mack	21,055	10.89	29,264	13.73	− 2.84
Chevrolet	16,016	8.28	6,189	2.90	+ 5.38
Kenworth	11,163	5.77	14,893	6.99	− 1.22
Freightliner	10,465	5.41	13,636	6.40	− 0.99
Peterbilt	7,008	3.62	8,693	4.08	− 1.22
White	4,974	2.57	9,145	4.29	− 1.72
Autocar	1,550	0.80	2,227	1.04	− 0.24
Western Star	1,140	0.59	1,133	0.53	+ 0.06
Volvo	1,006	0.52	672	0.32	+ 0.20
Diamond Reo	95	0.05	....	....	+ 0.05
Miscellaneous	3,501	1.81	3,356	1.57	+ 0.24
TOTALS	193,410	100.00	213,174*	100.00	....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1980 and 1979.
*—Breakout of 1979 registrations do not include 93 units registered in Hawaii in December, 1979.

U. S. MEDIUM-DUTY TRUCK REGISTRATIONS

1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	1980	Percent Share of '80 market	1979	Percent Share of '79 market	Pct. Pt. Change '80-'79
Ford	20,244	30.54	53,843	35.56	− 5.02
International	16,580	25.01	27,221	17.98	+ 7.03
Chevrolet	14,945	22.55	36,678	24.22	− 1.67
GMC	10,450	15.77	26,024	17.19	− 1.42
Imports	3,147	4.75	2,687	1.77	+ 2.98
Mack	688	1.04	....	....	....
Dodge	193	0.29	4,936	3.26	− 2.97
Miscellaneous Domestics	35	0.05	37	0.02	+ 0.03
TOTALS	66,282	100.00	151,426	100.00	....

★—Groups 4, 5 and 6 only; no registrations for Oklahoma.

Imports notch biggest sales year ever

By Richard A. Wright
ASST. MANAGING EDITOR

The one strong area of the generally soft 1980 market in the U. S. was the import-car segment. New records were set by the imports for new-car registrations and sales during the year and sales per dealer, a strong indicator of dealer health, were up in almost all lines.

Sales of new imported cars were a record 2,396,934, up from the previous record of 2,327,708 in the previous year.

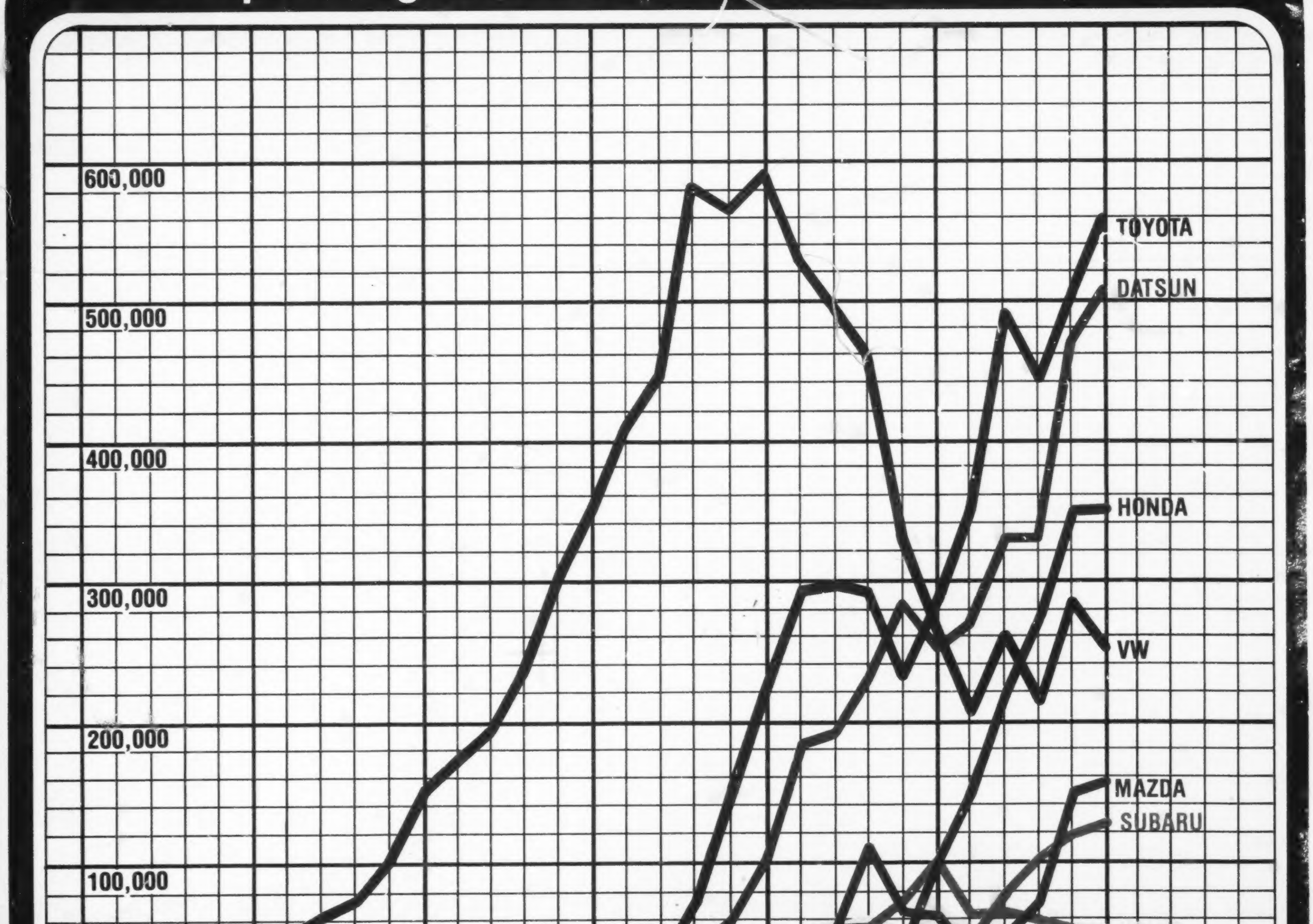
Biggest selling import model in the U. S. was the Toyota Corolla—also the biggest selling model in the world—followed by the Honda Accord, the Datsun 210, the Toyota Celica and the Honda Civic.

Import penetration of the U. S. market also rose to record levels in 1980, topping 30 percent in several months. The Japanese makers tightened their grip on the U. S. import market, accounting for almost three-quarters of it.

IMPORTED NEW-CAR SALES IN U. S. SINCE 1973

	1980	1979	1978	1977	1976	1975	1974	1973
Alfa Romeo	3,000	4,011	6,237	6,712	5,283	5,342	3,139	2,595
Arrow/Champ	55,474	48,860	28,296	47,345	30,430	—	—	—
Audi	42,483	42,709	40,878	35,854	33,316	50,680	50,432	46,395
BMW	37,017	34,521	31,457	28,776	26,040	19,419	15,007	13,629
Capri	—	—	4,079	22,458	29,904	54,586	75,260	113,069
Challenger	12,924	14,166	17,649	1,832	—	—	—	—
Colt	50,689	62,705	44,570	70,679	48,542	60,356	42,925	35,523
Datsun	516,890	472,252	338,096	388,378	270,103	253,192	189,026	235,449
Ferrari	779	679	617	N.A.	N.A.	N.A.	N.A.	N.A.
Fiat	37,184	58,934	60,435	63,479	61,540	100,511	72,029	58,447
Fiesta	68,595	78,109	76,145	40,549	—	—	—	—
Honda	375,388	353,291	274,876	223,633	150,929	102,383	43,119	38,931
Jaguar	3,029	3,746	4,782	4,349	7,384	6,799	5,299	6,523
Lancia	2,100	1,602	2,811	5,500	—	—	—	—
Mazda	161,623	156,533	75,309	50,609	35,383	65,351	61,190	119,003
Mercedes-Benz	53,790	52,819	46,695	48,722	43,205	45,259	38,170	41,645
MG	13,730	26,025	26,656	34,794	28,436	27,946	25,015	31,703
Opel	—	13,815	19,222	29,067	10,483	39,730	59,279	68,400
Peugeot	12,930	11,688	9,061	10,002	9,497	11,850	7,948	4,174
Porsche	10,490	13,818	17,017	19,896	14,192	16,658	21,022	23,875
Renault	25,365	18,862	15,739	13,198	6,880	5,788	8,756	9,284
Rolls-Royce	942	1,002	1,109	N.A.	N.A.	N.A.	N.A.	N.A.
Rover	481	—	—	—	—	—	—	—
Saab	13,558	15,142	15,662	13,120	9,866	13,732	13,589	17,434
Sapporo	10,263	12,322	12,777	1,406	—	—	—	—
Subaru	142,968	127,871	103,274	80,826	48,928	41,587	22,980	37,793
Toyota	582,204	507,816	441,800	493,048	346,920	283,909	238,135	289,378
Triumph	14,939	12,733	16,447	29,258	28,232	22,803	18,396	21,090
Volkswagen	90,923	125,100	216,709	260,704	201,670	267,730	334,515	480,618
Volvo	56,999	56,027	50,880	46,790	43,887	60,338	53,043	60,761
TOTAL	2,396,934	2,327,932	2,000,500	2,071,100	1,493,000	1,577,000	1,403,035	1,760,410

Import registrations in U.S. since 1950



IMPORT FRANCHISES

	Jan. 1, 1981	Jan. 1, 1980
JAPAN	8,499	8,768
Colt/Challenger	2,023	2,230
Arrow/Champ/ Sapporo	2,022	2,170
Datsun	1,086	1,069
Toyota	1,085	1,062
Honda	769	740
Mazda	764	759
Subaru	750	738
WEST GERMANY	7,528	8,025
Fiesta	4,974	5,481
Volkswagen	1,018	1,015
Audi	432	438
Mercedes-Benz	409	409
BMW	370	355
Porsche	325	327
FRANCE	1,625	1,024
Renault	1,302	729
Peugeot	323	295
GREAT BRITAIN	1,144	1,092
MG	335	358
Triumph	324	342
Jaguar	250	269
Rover	123	0
Rolls-Royce	67	64
Lotus	31	20
Aston Martin	14	18
ITALY	944	1,037
Fiat	581	640
Lancia	156	170
Alfa Romeo	145	170
Ferrari	41	37
Maserati	21	20
SWEDEN	705	724
Volvo	407	408
Saab	298	316
MISCELLANEOUS	25	25
TOTAL FRANCHISES	20,470	20,695

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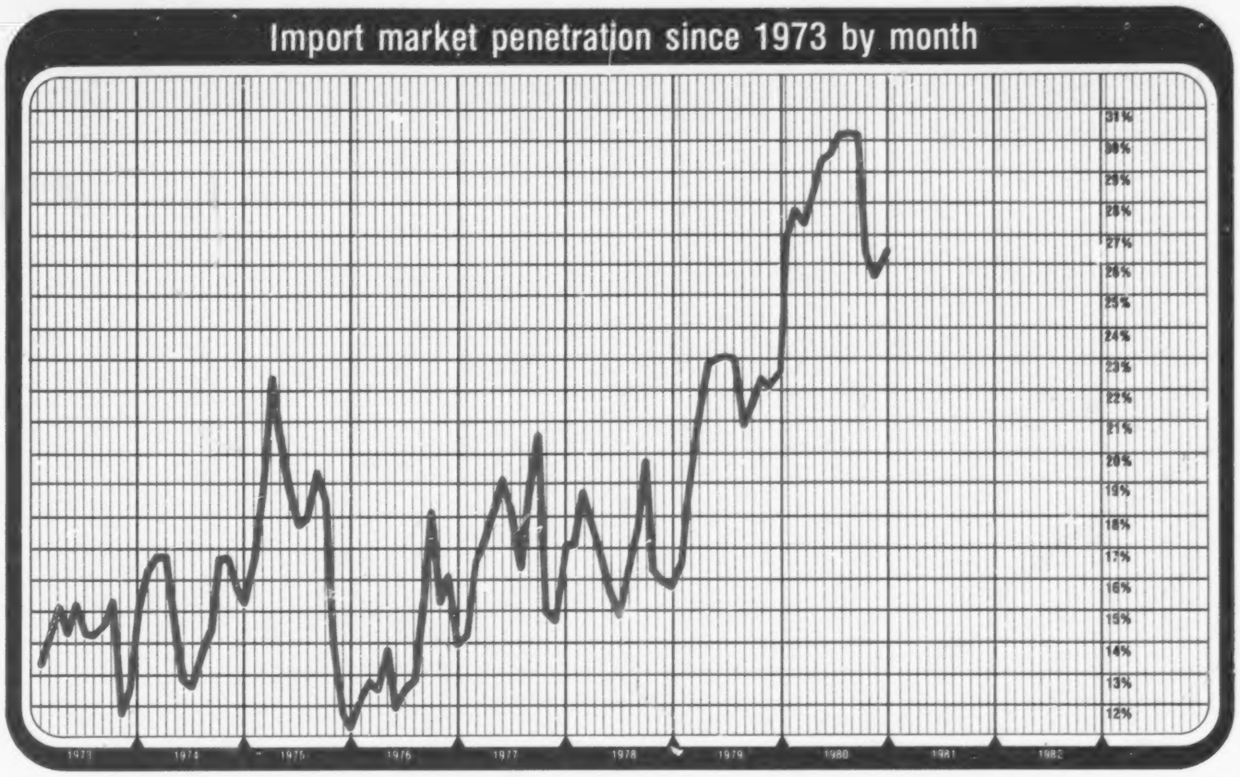

Import market penetration since 1973 by month

IMPORT SALES PER OUTLET, 1971-1980

	1980	1979	1978	1977	1976	1975	1974	1973	1972	1971
Toyota	541	485	423	479	347	295	251	307	282	309
Honda	496	488	396	339	252	214	109	132	86	66
Datsun	475	445	323	384	279	280	200	250	187	198
VW	264	274	213	252	187	232	283	401	372	430
Mazda	213	213	114	95	69	154	182	357	203	126
Subaru	191	175	145	118	76	72	41	71	28	19
Volvo	140	136	120	103	89	126	120	145	126	128
Mercedes	132	130	115	119	107	112	98	110	103	99
BMW	103	98	92	93	89	68	60	54	47	40
Audi	97	98	95	85	79	124	150	168	111	109
Fiat	61	90	89	93	85	140	105	87	80	68
Triumph	45	37	45	77	72	59	48	54	51	47
Saab	44	46	48	42	29	35	33	46	41	40
Peugeot	42	42	32	35	32	42	29	17	16	20
MG	40	71	68	84	63	58	50	58	51	54
Porsche	32	43	54	65	47	54	71	87	81	93
Champ/Arrow	27	22	15	28	—	—	—	—	—	—
Colt	24	27	21	37	26	33	25	23	27	46
Renault	24	44	47	46	24	26	28	27	27	40
Fiesta	13	14	14	—	—	—	—	—	—	—

MODELS OFFERED BY LEADING IMPORTS

AS OF MARCH 1, 1981

	4-Door Models	2-Door Models	Convert-ibles	4-Door Wagons	(March 1, 1981 Totals)	(March 1, 1980 Totals)
Alfa Romeo	0	0	1	0	1	(3)
Arrow	0	0	0	0	0	(2)
Audi	4	2	0	0	6	(4)
BMW	2	2	0	0	4	(4)
Challenger	0	1	0	0	1	(1)
Champ	0	3	0	0	3	(2)
Colt	0	3	0	0	3	(3)
Datsun	5	11	0	4	20	(23)
Fiat	2	3	2	0	7	(7)
Fiesta	0	1	0	0	1	(1)
Honda	2	7	0	1	10	(10)
Isuzu	1	2	0	0	3	(0)
Jaguar	2	0	0	0	2	(2)
Lancia	0	2	0	0	2	(4)
Mazda	5	9	0	1	15	(9)
Mercedes-Benz	5	3	1	1	10	(11)
MG	0	0	1	0	1	(1)
Peugeot	4	0	0	1	5	(3)
Porsche	0	4	1	0	5	(5)
Renault	2	2	0	2	6	(2)
Rover	1	0	0	0	1	(0)
Saab	2	3	0	0	5	(5)
Sapporo	0	1	0	0	1	(1)
Subaru	2	10	0	4	16	(14)
Toyota	6	18	0	3	27	(23)
Triumph	0	2	3	0	5	(3)
Volkswagen*	2	3	1	1	7	(5)
Volvo	3	4	0	3	10	(8)
TOTALS	50	96	10	21	177	
TOTALS (March 1, 1980)	37	90	9	20		(156)

*—Volkswagen totals do not include U.S.-built Rabbits.

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NEW IMPORTED-CAR SALES BY MODEL, 1980-1979 CALENDAR YEARS

	1980	1979
Alfa Romeo	3,000	4,011
Audi	42,483	42,709
Fox	——	6,151
4000 (4 cyl.)	10,547	8,282
4000 (5 cyl.)	4,134	——
5000	16,000	26,076
5000 diesel	8,035	2,200
5000 turbo	3,767	——
BMW	37,015	34,520
320i	25,786	23,604
528	7,992	6,878
633 csi	1,190	838
733	2,047	3,197
Others	2	3
Chrysler/Mitsubishi	129,350	138,053
Arrow	15,718	21,829
Champ	39,756	27,031
Sapporo	10,263	12,322
Colt	6,734	29,215
Colt Hatchback	43,955	33,490
Challenger	12,924	14,166
Datsun	516,890	472,252
210	180,220	216,812
310	96,204	75,466
510	62,020	53,949
810	9,440	12,116
2000-SX	92,514	30,214
280-ZX	71,533	71,983
Hawaii	4,855	5,968
Misc.	104	5,744
Ferrari	779	679
Fiat	37,184	56,934
128	139	8,439
Strada	12,257	12,285
X-1/9	7,628	9,347
Spider 2000	9,735	14,572
Brava	7,425	14,291
Fiesta	68,595	78,109
Honda	375,388	353,291
Accord	185,977	157,919
Civic	138,735	155,541
Prelude	50,676	39,831
Jaguar	3,029	3,748
XJ-6	2,346	2,512
XJ-12	263	542
XJ-S	420	695
Lancia	2,100	1,602
Beta Sedan	216	339
Beta Coupe	1,160	765
Zagato	606	263
Scorpion	4	7
HPE	114	228
Lotus	150	N.A.
Mazda	161,623	156,535
GLC	62,593	72,601
626	55,281	28,684
RX-7	43,743	54,853
Others	6	397
Mercedes-Benz	53,790	52,819
240-D	10,649	11,066
300-D	10,007	8,846
300-CD	1,629	2,203
300-TD	2,803	2,450
300-SD	14,174	11,067
280-E	877	1,577
280-CE	640	1,118
280-SE	——	1,080
380/450-SEL	2,777	4,162
380/450-SL	7,287	6,610
380/450-SLC	1,944	1,922
Others	1,001	719
MG	13,730	26,027
MG-B	11,824	16,860
Midget	1,906	9,165
Opel	——	13,815
Peugeot	12,930	11,668
604	1,202	1,088
505/504	1,268	1,951
505/504 diesel	9,714	8,649
505 turbo diesel	623	——
Tourist	123	107
Porsche	10,490	13,818
924	3,443	7,710
924 Turbo	1,925	635
928	1,466	1,554
911	3,459	3,267
930 Turbo	197	652
Renault	25,365	18,862
LeCar	22,955	17,732
R-18	1,735	——
Gordini	675	1,130
Rolls-Royce	942	1,002
Rover	481	——
Saab	13,558	15,142
99 GL	2,662	2,818
900 GLi	1,481	2,440
900 EMS	1,855	2,098
900 GLE	2,978	3,295
900 Turbo	4,537	4,328
Tourist	45	163
Subaru	142,968	127,871
Toyota	582,204	507,816
Starlet	6,195	——
Corolla	257,315	257,096
Corolla Tercel	99,067	17,838
Celica	162,476	172,815
Corona	35,686	26,570
Cressida	11,628	11,910
Land Cruiser	3,058	5,716
Hawaii	6,779	5,871
Triumph	14,939	12,733
TR-8	576	——
TR-7	10,313	4,386
Spitfire	4,050	8,344
Volkswagen*	90,952	125,070
Beetle Convertible	4,575	10,681
Rabbit Convertible	8,819	42
Rabbit diesel	34	47,996
Vanagon	13,169	15,900
Dasher gasoline	7,382	14,055
Dasher diesel	23,565	10,412
Scirocco	22,450	26,014
Volvo	56,999	56,602
GT	2,107	——
DL two-door	12,579	14,641
DL four-door	13,864	15,689
DL wagon	10,308	12,702
GL	5,908	9,479
GLE	6,698	——
GLE wagon	1,565	2,155
Coupe	1,349	1,361
Four-door diesel	2,502	——
Five-door diesel wagon	1,656	——
Tourist	570	575
TOTAL IMPORTS	2,396,934	2,327,708

*—Does not include U.S.-built:

	1980	1979
Rabbit gasoline	84,447	139,242
Rabbit diesel	92,693	27,597

IMPORTED-CAR RETAIL OUTLETS

	Jan. 1, 1981		Jan. 1, 1980	
Imported cars only				
Exclusives	2,937		2,863	
Duals	1,624		1,649	
		4,561		4,512
Import-domestic duals				
U. S. duals w/captive imports	9,019		9,881	
U. S. duals w/other imports	3,101		2,526	
		12,120		12,407
Total imported-car outlets		16,681		16,919

Captive-import duals are Ford-Fiesta, Dodge-Colt and Challenger, Plymouth-Arrow/Champ and Sapporo. 1980 totals have been revised.

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specifications, imported makes

As of April 29, 1981

MAKE AND MODEL	DIMENSIONS									ENGINE							CAPACITY			MISCELLANEOUS			
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Headroom—front seat to headliner (in.)	Legroom—front floor to front seat back (in.)	Front tread (in.)	Rear tread (in.)	Type	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net BHP at RPM	Net torque (ft. lbs.) at RPM	Catalytic converter: X	Fuel tank (U. S. gals.)	Cooling system (qts.) with heater	Crankcase w/filter (qts.)	Axle Ratio (standard)	Optional Transmission	Tire size	Turning circle (dia. in ft.)
ALFA ROMEO Spider Veloce	88.6	168.8	64.1	48.8	2,450	33.9	29.5	52.1	50.1	4	2.0/119.7	F.I.	9	111@5,000	116.3@2,500	X	12.2	8.4	7.2	4.6	None	18570HR14	34.5
GTV-6	94.5	167.7	65.5	52.4	2,823	N.A.	N.A.	54	53.2	V-6	2.5/152	F.I.	9	154@5,500	152@3,200	X	20	N.A.	N.A.	4.1	None	19560HR15	30.8
ARROW Pickup 2.0L	109.4	184.6	65	60.8	2,480	38.2	41.1	53.5	52.8	4	2.0/121.8	1V	8.5	93@5,200	108@3,000	X	15.1	9.5	4.3	3.9	A.T.	6.00x14	36.7
Sport Pickup 2.6L	109.4	184.6	65	60.8	2,555	38.2	41.1	54.5	53.7	4	2.6/155.9	1V	8.2	105@5,000	139@2,500	X	15.1	9.7	4.3	3.9	A.T.	185SR14	36.7
ASTON MARTIN V-8 Coupe	102.8	189.5	72	52.3	4,100	N.A.	N.A.	59	59	V-8	5.3/326	4-2V	8.3	N.A.	N.A.	X	25.2	19.2	12	3.54	A.T.	23570HR15	38
Volante Convertible	102.8	189.5	72	54	4,100	N.A.	N.A.	59	59	V-8	5.3/326	4-2V	8.3	N.A.	N.A.	X	25.8	19.2	12	3.54	A.T.	23570HR15	38
Lagonda	114.8	208	71.5	51.3	4,551	N.A.	N.A.	59	59	V-8	5.3/326	4-2V	9	N.A.	N.A.	X	28	19.2	12	3.07	None	25560VR15	38
AUDI 4000 4E	99.8	176.6	66.2	53.7	2,146	N.A.	N.A.	55.1	55.9	4	1.7/105	F.I.	8	74@5,000	89.6@3,000	X	15.8	6.9	4.7	4.11	None	17570SR13	32.5
4000 5+5	99.8	176.6	66.2	53.7	2,537	N.A.	N.A.	55.1	55.9	L-5	2.1/130.8	F.I.	8	100@5,100	112.4@3,000	X	15.8	7.4	5.3	4.46	None	17570SR13	32.5
5000	105.5	188.9	69.6	54.7	2,703	N.A.	N.A.	57.9	56.9	5	2.1/131	F.I.	8.2	100@5,100	112.4@3,000	X	19.8	8.5	5.3	4.11	A.T.	18570SR14	34.3
5000 (diesel)	105.5	188.9	69.6	54.7	2,747	N.A.	N.A.	57.9	56.9	L-5	2.0/121	F.I.	23	67@4,800	84.8@3,000		19.8	10	5.3	4.78	None	18570SR14	34.3
5000 (turbo)	105.5	188.9	69.6	54.7	3,042	N.A.	N.A.	58.1	57.2	L-5	2.1/131	F.I.	7	130@5,400	142@3,000	X	19.8	10	5.3	3.73	None	20560HR15	34.3
BMW 320i Sedan	100.9	177.5	63.4	54.3	2,500	37.1	38.2	54.6	55	4	1.8/107.7	F.I.	8.8	101@5,800	100@4,500	X	15.3	7.4	4.3	3.91	A.T.	18570SR13	31.8
528i Sedan	103.8	190	67.2	55.9	3,210	37	38.9	56	57.9	6	2.8/170.1	F.I.	8.2	169@5,500	170@4,500	X	16.4	12.7	6.1	3.45	A.T.	19570HR14	31.5
633CSi Coupe	103.4	192.7	67.9	53.7	3,440	36.9	41.6	56	58.5	6	3.2/196	F.I.	8	174@5,200	188@4,200	X	16.4	12.7	6.1	3.45	A.T.	19570HR14	33.1
733i Sedan	110	197.4	70.9	56.3	3,590	37.1	42.1	59.1	59.1	6	3.2/196	F.I.	8	174@5,200	188@4,200	X	22.5	12.7	6.1	3.45	A.T.	20570HR14	34.8
CHALLENGER 2.6L Coupe	99.6	180	65.9	52.8	2,833	36.8	41.1	54.1	53.3	4	2.6/155.9	1V	8.2	105@5,000	139@2,500	X	15.8	8.1	4.3	3.55	A.T.	19570R14	32.8
CHAMP Hatchback 1.4L	90.6	156.9	62.4	50	1,876	36.8	40.6	53.9	52.8	4	1.4/86	1V	8.8	70@5,200	78@3,000	X	10.6	3.9	4.1	3.47	4x2, A.T.	155SR13	32.8
Hatchback 1.6L	90.6	156.9	62.4	50	1,978	36.8	40.6	53.9	52.8	4	1.6/97.5	2V	8.5	80@5,200	87@3,000	X	10.6	3.9	3.6	3.47	4x2	155SR13	32.8
COLT Hatchback 1.4L	90.6	156.9	62.4	50	1,876	36.8	40.6	53.9	52.8	4	1.4/86	1V	8.8	70@5,200	78@3,000	X	10.6	3.9	3.6	3.47	4x2	155SR13	32.8
Hatchback 1.6L	90.6	156.9	62.4	50	1,978	36.8	40.6	53.9	52.8	4	1.6/97.5	2V	8.5	80@5,200	87@3,000	X	10.6	3.9	4.1	3.47	4x2, A.T.	155SR13	32.8
D-50 Pickup (Dodge)	109.4	184.6	65	60.8	2,480	38.2	41.1	53.5	52.8	4	2.0/121.8	1V	8.5	93@5,200	108@3,000	X	15.1	9.5	4.3	3.9	A.T.	6.00x14	36.7
D-50 Sport Pickup (Dodge)	109.4	184.6	65	60.8	2,555	38.2	41.1	54.5	53.7	4	2.6/155.9	2V	8.2	105@5,000	139@2,500	X	15.1	9.7	4.3	3.9	A.T.	185SR14	36.7
COURIER Pickup	106.9	177.9	63	61.5	2,515	38.2	40.3	51.2	51.2	4	2.0/120	2V	8.6	77@4,300	109@2,400	X	15	7.6	4.5	3.31	O.D.	6.00 x 14	39.4
Pickup (Long w.b.)	112.8	189.4	63	61.5	2,559	38.2	40.3	51.2	51.2	4	2.3/140	2V	9	82@4,800	105@3,500	X	17.5	8.8	4.5	3.60	O.D., A.T.	6.00 x 14	41.3
DATSUN 210 Sedan 1.2L	92.1	165	62.2	53.7	1,905	36.8	42.5	52.4	51.2	4	1.2/75.5	2V	8.5	58@5,600	67@3,600	X	13.2	6.3	4.3	3.89	None	6.15x13	32.8
210 Hatchback 1.5L	92.1	165	62.2	52.5	2,015	36.3	43.6	52.4	51.2	4	1.5/90.8	2V	8.9	65@5,200	82@2,800	X	13.2	6.3	4.3	3.7	A.T.	175SR13	32.8
210 Wagon 1.5L	92.1	167.7	62.2	52.5	2,070	36	42.1	52.4	51.2	4	1.5/90.8	2V	8.9	65@5,200	82@2,800	X	13.2	6.3	4.3	3.7	A.T.	175SR13	32.8
310 2-door Sedan	94.3	160.6	63.8	53.5	1,985	37.5	40.1	54.1	53	4	1.5/90.8	2V	8.9	65@5,200	82@2,800	X	13.2	6.3	4	3.47	None	155SR13	31.5
310 4-door Hatchback	94.3	160.6	63.8	53.5	2,015	36.5	40.4	54.1	53	4	1.5/90.8	2V	8.9	65@5,200	82@2,800	X	13.2	6.3	4	3.47	None	165SR13	31.5
510 2-door Sedan	94.5	169.5	63	54.7	2,195	37.3	41.3	52.6	52.4	4	2.0/119.1	2V	8.5	92@5,200	112@2,800	X	13.2	9.3	5	3.36	A.T.	165SR13	33.4
510 4-door Hatchback	94.5	169.5	63	53.7	2,280	36.3	41.8	52.6	52.4	4	2.0/119.1	2V	8.5	92@5,200	112@2,800	X	13.2	9.3	5	3.36	A.T.	165SR13	33.4
510 Wagon	94.5	172.6	63	55.3	2,390	37.8	40.7	52.6	52.4	4	2.0/119.1	2V	8.5	92@5,200	112@2,800	X	13.2	9.3	5	3.36	A.T.	165SR13	33.4
Maxima Sedan	103.4	183.3	64.6	54.5	2,800	N.A.	N.A.	54.3	53.5	6	2.4/146	F.I.	8.9	120@5,200	134@2,800	X	16.4	11.6	6	3.55	A.S.	18570HR14	37.7
Maxima Wagon	103.4	186.8	64.6	55.7	2,905	N.A.	N.A.	54.3	53.5	6	2.4/146	F.I.	8.9	120@5,200	134@2,800	X	15.9	11.6	6	3.55	A.S.	18570HR14	37.7
200-SX Hardtop	94.5	176.4	66.1	51.6	2,611	37.1	44	53	53	4	2.0/119.1	F.I.	8.5	100@5,200	112@3,200	X	14	10	5	3.7	A.T.	18570SR14	34.2
200-SX Hatchback	94.5	176.4	66.1	51.6	2,637	36.5	43.8	53	53	4	2.0/119.1	F.I.	8.5	100@5,200	112@3,200	X	15.9	10	5	3.7	A.T.	18570SR14	34.2
280 ZX	91.3	174	66.5	51	2,877	36.5	43.3	54.5	54.3	6	2.8/168	F.I.	8.8	145@5,200	156@4,000	X	21.1	11.1	5	3.55	A.T.	1957014	32.2
280 ZX 2+2 GL	99.5	181.9	66.5	51.4	2,985	36.6	44	54.9	54.7	6	2.8/168	F.I.	8.8	145@5,200	156@4,000	X	21.1	11.1	5	3.55	A.T.	20570HR14	34.8
280ZX Coupe (turbo)	91.3	174	66.5	51	2,909	36.5	43.3	54.5	54.3	6	2.8/168	F.I.	7.4	180@5,600	203@2,800	X	21.1	11.1	5	3.55	A.S.	2056015	32.2
720 Pickup	101.4	169.3	63.4	61.2	2,460	38.6	39.2	52.2	50.8	4	2.2/133.4	2V	8.5	98@5,200	127@2,800	X	13.2	10.8	5	3.89	O.D., A.T.	7.00x14	36.7
720 Pickup (diesel)	101.4	169.3	63.4	61.2	2,460	38.6	39.2	52.2	50.8	4	2.2/132.1	F.I.	21.6	61@4,400	104@1,800		13.2	10.8	5	3.89	None	7.00x14	36.7
720 Pickup (Long w.b.)	110.8	187	63.4	61	2,555	38.6	39.2	52.2	50.8	4	2.2/133.4	2V	8.5	98@5,200	127@2,800	X	16.9	10.8	5	3.89	A.T.	7.00x14	39.4
720 Pickup (King Cab) 4WD	110.8	187	66.3	67.1	2,985	38.5	43.3	52.2	50.8	4	2.2/133.4	2V	8.5	98@5.200	127@2.800	X	15.9	10.8	5	4.34	None	GR78x15	43.3
DeLOREAN DeLorean	94.8	168	78.3	44.9	2,712	N.A.	N.A.	62.6	62.5	V-6	2.9/174	F.I.	8.8	130@5,500	162@2,750	X	13.5	9.3	4.3	3.44	A.T.	*	35
*19560HR14 (front), 23560HR15 (rear)																							
FERRARI 308 GTBi	92.1	174.2	67.7	44.1	3,300	N.A.	N.A.	57.8	57.8	V-8	2.9/179	4-2V	8.8	205@6,600	180@5,000	X	18.5	19	9.4	3.71	None	22055VR390	39.3
308 GTSi	92.1	174.2	67.7	44.2	3,360	N.A.	N.A.	57.8	57.8	V-8	2.9/179	4-2V	8.8	205@6,600	180@5,000	X	18.5	19	9.4	3.71	None	22055VR390	39.3
FIAT X1/9	86.7	156.2	61.8	46.5	2,130	N.A.	N.A.	53.3	53.6	4	1.5/91.4	F.I.	8.5	75@5,500	79@3,000	X	12.2	11.6	4.6	4.08	None	16570SR13	32.8
Spider 2000	89.7	163	63.5	48.2	2,360	N.A.	N.A.	53.2	52	4	2.0/121.7	F.I.	8.1	102@5,500	110@3,000	X	11.4	8	5.2	3.9	A.T.	165SR13	34
Spider 2000 (turbo)	89.7	163	63.5	48.2	2,385	N.A.	N.A.	53.2	52	4	2.0/121.7	F.I.	8.1	120@6,000	130@3,600	X	11.4	8	5.2	3.9	A.T.	18560x14	34
Strada	96.4	161	65	55.1	2,105	35.8	39.4	55.1	55.5	4	1.5/91.4	F.I.	8.5	75@5,500	79.6@3,000	X	12.1	8.5	4.6	3.59	A.T.	145SR13	33.8
Brava 4-dr. Sedan	98	172.4	65	54.4	2,550	35.4	39.4	54.4	51.9	4	2.0/121.7	F.I.	8.1	102@5,500	110@3,000	X	12.2	8.5	5.2	3.58	A.T.	165SR13	33.8
HONDA Civic 1.3L Hatchback	88.6	148	62.2	53	1,750	36.9	40.4	53.5	54.3	4	1.3/79.3	3V	8.8	60@5,500	68.9@2,500	X	10.8	5.3	4	4.43	A.T.	600S12	31.5
Civic 1.5L Hatchback	88.6	148	62.2	53	1,813	36.9	40.4	53.5	54.3	4	1.5/90.8	3V	8.8	67@5,000	78.7@3,000	X	10.8	6.3	4	4.43	A.T.	145SR13	31.5
Civic Sedan	91.3	161	62.2	53	1,962	37	40.7	53.5	54.3	4	1.5/90.8	3V	8.8	67@5,000	78.7@3,000	X	12.2	6.3	4	4.43	A.T.	155SR13	31.5
Civic Wagon	91.3	160.8	62.2	54.2	1,982	37.3	47.5	53.5	54.3	4	1.5/90.8	3V	8.8	67@5,000	78.7@3,000	X	10.8	6.3	4	4.43	A.T.	155SR13	32.1
Accord	93.7	163.2	63.8	52.6	2,152	37.5	40.9	55.5	55.1	4	1.8/107	3V	8.8	75@4,500	93.3@3,500	X	13.2	6.3	4	4.07	A.T.	165SR13	33.8
Accord Sedan	93.7	171.9	63.8	53.3	2,249	38	40	55.5	55.1	4	1.8/107	3V	8.8	75@4,500	93.3@3,500	X	13.2	6.3	4	4.21	A.T.	165SR13	33.8
Prelude	91.3	161.4	64.4	51	2,148	36	42	55.5	55.1	4	1.8/107	3V	8.8	75@4,500	93.3@3,500		13.2	6.3	4	4.21	A.T.	17570SR13	33.5
ISUZU I-Mark Coupe	94.3	107.7	61.8	52.6	2,187	37	40.7	51.4	51.4	L-4	1.8/111.3	2V	8.5	80@4,800	95@3,000	X	13.7	7	5.7	3.15	A.T.	155SR13	30.2
I-Mark Sedan (diesel)	94.3	107.7	61.8	53.5	2,346	37.9	40.7	51.4	51.4	L-4	1.8/111.3	F.I.	22	51@5,000	72@2,000		13.7	7.4	5.8	3.15	A.T.	155SR13	30.2
P'UP Pickup	104.3	174.4	63	59.3	2,375	38.1	42.4	53.8	51.2	L-4	1.8/111.3	2V	8.5	80@4,800	95@3,000	X	13.2	7	5.7	3.42	A.T.	E78x14	34.7
P'UP Pickup (Long w.b.)	117.9	191.5	63	59.8	2,470	38.1	42.4	53.8	51.2	L-4	1.8/111.3	2V	8.5	80@4,800	95@3,000	X	19.1	7	5.7	3.42	A.T.	E78x14	38.7
P'UP 4WD Pickup (diesel)	104.3	174.4	63.1	61	2,852	38.1	42.4	54.2	52.7	L-4	2.2/136.6	F.I.	21	58@4,300	93@2,200		13.2	8.5	6.3	4.10	None	F70x14	35.4
JAGUAR XJ6 Series III	112.8	199.6	69.8	54	4,050	35.3	36	58.3	58.9	6	4.2/258	F.I.	8.1	176@4,750	219@2,500	X	23.6	9	8.75	3.07	A.S.	20570VR15	38
LANCIA Coupe	92.5	162.4	64.6	50.6	2,650	N.A.	N.A.	55.4	54.8	4	2.0/121.7	F.I.	8.3	108@5,500	114@5,500	X	14.5	8.8	4.7	4.21	None	175/70SR14	34.8
Zagato	92.5	164.6	64.6	49.7	2,750	N.A.	N.A.	55.4	54.8	4	2.0/121.7	F.I.	8.3	108@5,500	114@5,500	X	14.5	8.8	4.7	4.21	None	17570SR14	33.5
LOTUS Esprit S2	96	167.7	73.3	43.8	2,444	N.A.	N.A.	59.5	60.5	4	2.0/120	2-IV	8.4	140@5,800	130@4,000	X	N.A.	N.A.	N.A.	4.38	None	20570VR14	N.A.
Elite	97.8	179.7	71.5	47.3	N.A.	N.A.	N.A.	58.5	59	4	2.0/120	2-IV	8.4	140@5,800	130@4,000	X	18	N.A.	N.A.	4.1	A.T.	20560VR14	34.5
Eclat	97.8	179.7	71.5	47.3	2,430	37	N.A.	58.5	59	4	2.0/120	2-IV	8.4	140@5,800	130@4,000	X	N.A.	N.A.	N.A.	4.1	A.T.	20560VR14	34.5
LUV Series 11	104.3	174.5	63	59.3	2,375	38.1	42.4	53.8	53.8	4	1.8/110.8	2V	8.5	80@4,800	95@3,000	X	13.2	6.8	4.2	3.42	A.T.	E78x14	34.8
Series 11 (Long w.b.)	117.9	191.6	63	59.8	2,470	38.1	42.4	54.2	54.2	4	1.8/110.8	2V	8.5	80@4,800	95@3,000	X	19.1	6.8	4.2	3.42	A.T.	E78x14	38.7
Series 11 4WD (diesel)	104.3	174.5	63.1	61	2,852	38.1	42.4	54.2	54.2	4	2.2/136.6	F.I.	21	58@4,300	93@2,200		13.2	8.5	4.8	4.1	O.D.	F70x14	35.4
MASERATI Quattroporte	110.2	199.6	70.5	53.1	4,650	N.A.	N.A.	60	60	V-8	4.9/301	4-2V	8.6	288@5,200	308@3,000	X	28.4	17.5	11	3.54	A.S.	20570VR15	40
Merak SS	102.3	180	69.6	44.6	2,905	35	43	58	56.9	V-6	3.0/180.9	3-2V	8.5	180@6,000	185@3,000		23	16.9	8	3.31	None	20570VR15	34.3
MAZDA GLC Hatchback	93.1	159.1	64.2	54.1	1,870	37.9	41.5	54.7	54.9	4	1.5/90.9	2V	9	68@5,000	82@3,000	X	11.1	6	3.7	3.85	A.T.	6.15x13	30.2
GLC Sedan	93.1	166.8	64.2	54.1	1,915	37.9	41.5	54.7	54.9	4	1.5/90.9	2V	9	68@5,000	82@3,000	X	11.1	6	3.7	3.85	O.D., A.T.	155SR13	30.2

specifications, imported makes

MAKE AND MODEL	DIMENSIONS									ENGINE							CAPACITY			MISCELLANEOUS			
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Headroom—front seat to headliner (in.)	Legroom—front floor to front seat back (in.)	Front tread (in.)	Rear tread (in.)	Type	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net BHP at RPM	Net torque (ft. lbs.) at RPM	Catalytic converter: X	Fuel tank (U. S. gals.)	Cooling system (qts.) with heater	Crankcase w/filter (qts.)	Axle Ratio (standard)	Optional Transmission	Tire size	Turning circle (dia. in ft.)
GLC Wagon	91	165.6	63.2	56.1	2,130	39.2	40.6	51	51.6	4	1.5/90.9	2V	9	63@5,000	82@3,000	X	11.9	5.8	3.2	3.73	O.D., A.T.	155SR13	28.8
RX-7	95.3	170.1	65.7	49.6	2,345	37.2	41.5	55.9	55.1	Rotary	1.1/70	4V	9.4	100@6,000	105@4,000	X	16.6	9.5	5.5	3.91	A.T.	165HR13	31.5
626 Sedan	98.8	173.8	65.4	54.5	2,530	37.2	40.2	53.9	54.3	4	2.0/120	2V	8.6	75@4,500	105@2,500	X	14.5	7.9	4.6	3.64	A.T.	165SR13	31.5
B2000 Pickup	106.9	175	65.4	61.4	2,570	38.1	39.9	51.2	51.2	4	2.0/120	2V	8.6	77@4,300	109@2,400	X	14.8	7.6	4.1	3.31	O.D.	6.00x14	38
B2000 pickup (Long w.b.)	112.8	186.6	65.4	61.4	2,660	38.1	39.9	51.2	51.2	4	2.0/120	2V	8.6	77@4,300	109@2,400	X	17.4	7.6	4.1	3.31	O.D.	6.00x14	40
MERCEDES-BENZ 240 Diesel Sed.	110	190.9	70.3	56.6	3,130	38.3	41.9	58.6	56.9	4	2.4/146.7	F.I.	21	67@4,000	97@2,400		17.6	10.5	6.8	3.69	A.T.	175SR14	37
300 Diesel Sedan	110	190.9	70.3	56.6	3,430	38.3	41.9	58.6	56.9	5	3.0/183	F.I.	21	83@4,200	120@2,400		21.1	11.6	6.8	3.46	A.S.	19570SR14	37
300CD Coupe	106.7	187.5	70.3	54.9	3,420	37.8	41.9	58.6	56.9	5	3.0/183	F.I.	21	83@4,200	120@2,400		21.1	11.6	6.8	3.46	A.S.	19570SR14	36.1
300 SD Diesel Sedan	115.6	202.6	71.7	56.3	3,760	38.5	41.9	60.8	59.7	5	3.0/183	F.I.	21.5	120@4,350	170@2,400		20.3	13.2	7.9	3.07	A.S.	19570SR14	38.7
300 TD Wagon	110	190.9	70.3	57.9	3,740	38.4	41.9	58.6	57.2	5	3.0/183	F.I.	21.5	120@4,350	170@2,400		18.5	13.2	7.9	3.07	A.S.	19570SR14	37
280 E Sedan	110	190.9	70.3	56.6	3,450	38.3	41.9	58.6	56.9	6	2.7/167.6	F.I.	8	140@5,500	145@4,500	X	21.1	10.6	6.3	3.58	A.S.	19570HR14	37
280 CE Coupe	106.7	187.5	70.3	54.9	3,440	37.8	41.9	58.6	56.9	6	2.7/167.6	F.I.	8	140@5,500	145@4,500	X	21.1	10.6	6.3	3.58	A.S.	19570HR14	36.1
380 SEL Sedan	121.1	208.1	71.7	56.7	3,715	38.6	41.9	60.8	59.7	V-8	3.8/234.3	F.I.	8.3	155@4,750	196@2,750	X	23.8	13.7	8.5	2.47	A.S.	20570HR14	40.3
380 SL Coupe	96.9	182.3	70.5	50.8	3,605	36.5	42.2	57.2	56.7	V-8	3.8/234.3	F.I.	8.3	155@4,750	196@2,750	X	22.4	13.7	8.5	2.47	A.S.	20570HR14	34.4
380 SLC Coupe	111	196.4	70.5	52.4	3,585	38.3	42.2	57.2	56.7	V-8	3.8/234.3	F.I.	8.3	155@4,750	196@2,750	X	22.4	13.7	8.5	2.47	A.S.	20570HR14	37.9
MG MGB (1980)	91.1	158.3	59.9	51	2,335	37	46	49.5	49.8	4	1.8/110	1V	8	67.3@4,900	93.5@2,500	X	13	6.9	3.6	3.9	O.D.	165SR14	32
PEUGEOT 505 Sedan	107.9	186.7	68.4	56.4	3,020	N.A.	N.A.	57.5	56.5	4	2.0/120.3	F.I.	8.35	96@4,900	116@3,300	X	18	7.5	4.2	4.11	A.T.	175HR14	35
505 Sedan Diesel	107.9	186.7	68.4	56.4	3,190	N.A.	N.A.	57.5	56.5	4	2.3/140.6	F.I.	23	71@4,500	99@2,500		18	10.6	5.3	3.7	A.T.	175SR14	35
505 Turbodiesel	107.9	186.7	68.4	56.4	3,250	N.A.	N.A.	57.5	56.5	4	2.3/140.6	F.I.	21	80@4,150	135.6@2,000		18	10.6	5.7	3.58	A.T.	175SR14	35
504 Diesel Wagon	114	194.4	66.7	61	3,300	39.7	40.9	56	53.5	4	2.3/140.6	F.I.	23	71@4,500	99@2,500		15.8	10.5	5.3	4.11	A.T.	185SR14	37.4
PORSCHE 924	94.5	170	66.3	50	2,613	N.A.	N.A.	55.9	54	4	2.0/121	F.I.	9	110@5,750	111.3@3,500	X	17.4	5.3	7.4	4.11	A.T.	18570HR14	30.8
924 Turbo	94.5	170	66.3	50.2	2,779	N.A.	N.A.	55.9	54.8	4	2.0/121	F.I.	8	154@5,500	154.8@3,300	X	17.4	5.8	7.4	3.89	None	18570VR15	30.8
928	98.4	175.7	72.3	50.5	3,351	N.A.	N.A.	61.1	60.2	V-8	4.5/273	F.I.	9	220@5,500	265@4,000	X	22.7	16	7.9	2.75	A.T.	21560VR15	31.5
911SC	89.5	168.9	65	51.6	2,756	N.A.	N.A.	53.9	54.3	H06	3.0/183	F.I.	9.3	172@5,500	175@4,200	X	21.1	—	13.7	3.88	None	21560VR15	33.5
RENAULT Le Car 3-dr.	95.2	142.5	60	55	1,820	37	39.3	50.2	49.3	4	1.4/85.2	2V	8.8	N.A.	N.A.	X	10	6.5	3.5	3.6	None	145 x 13	32
18i Sedan	96.1	178.7	66.5	55.3	2,261	37.4	41.3	55.7	53.4	4	1.6/101	F.I.	8.6	81.3@5,500	86.3@2,500	X	14	N.A.	4.5	3.78	O.D., A.T.	155SR13	34.6
18i Wagon	96.1	181.5	66.5	55.2	2,405	37.4	41.3	55.7	53.5	4	1.6/101	F.I.	8.6	81.3@5,500	86.3@2,500	X	14	N.A.	4.5	3.78	O.D., A.T.	155SR13	34.6
ROLLS-ROYCE Silver Spirit	120.5	207.8	74	58.5	4,950	36	N.A.	60.6	60.6	V-8	6.8/412	F.I.	8	N.A.	N.A.		28.5	N.A.	N.A.	3.08	A.S.	23570HR15	37.4
Silver Spur	124	211.8	74	58.5	N.A.	36	N.A.	N.A.	N.A.	V-8	6.8/412	F.I.	8	N.A.	N.A.		28.5	N.A.	N.A.	N.A.	A.S.	23570HR15	38.3
Corniche Coupe	119	207.5	72.7	58.8	5,000	36	N.A.	57.5	57.5	V-8	6.8/412	2-IV	7.3	N.A.	N.A.	X	26	17.3	8.8	3.08	A.S.	HR70HR15	38
Corniche Convertible	119.5	207.5	72.7	59.8	5,000	36	N.A.	57.5	57.5	V-8	6.8/412	2-IV	7.3	N.A.	N.A.	X	26	17.3	8.8	3.08	A.S.	HR70HR15	38
Camargue	120.1	207.5	75.5	58.2	5,175	36	N.A.	60	59.6	V-8	6.8/412	2-IV	7.3	N.A.	N.A.	X	28	17.3	8.8	3.08	A.S.	HR70HR15	38.5
ROVER 3500 (1980)	110.8	191	69.6	54.4	3,226	N.A.	N.A.	59.3	59.3	V-8	3.5/215	F.I.	8.1	133@5,000	165@3,250	X	17.4	11.7	5.7	3.08	A.T.	19570x14	34.3
SAAB 900 Sedan	99.4	187.6	66.5	55.9	2,739	36.8	41.7	55.9	56.3	4	2.0/121.1	F.I.	9.25	110@5,250	119@3,500	X	16.6	10.8	4	3.89	A.T.	165SR15	34.8
900 Turbo 3-dr.	99.4	187.6	66.5	55.9	2,612	36.8	41.7	55.9	56.3	4	2.0/121.1	F.I.	7.2	135@4,800	160@3,500	X	16.6	10.8	4	3.89	A.T.	18065HR390	34.8
SAPPORO 2.6L	99	183	66.9	51.8	2,833	36.8	41.7	53.9	53.3	4	2.6/155.9	2V	8.2	105@5,000	139@2,500	X	15.8	8.1	4	3.55	A.T.	P19570R14	32.8
SUBARU Sedan DL	96.9	167.3	63.4	53.7	2,070	38.2	39.3	52.4	53	H04	1.6/97.3	2V	9	67@4,800	86@2,800	X	13.2	5.6	3.8	3.7	O.D.	155SR13	31.5
Sedan GL	96.9	168.1	63.6	53.7	2,120	38.2	39.3	52.4	53	H04	1.8/109	2V	8.7	71@4,400	94@2,400	X	13.2	5.6	3.8	3.7	A.T.	175SR13	31.5
Hardtop DL	96.9	167.3	63.4	53.2	2,055	37.7	39.3	52.4	53	H04	1.6/97.3	2V	9	67@4,800	86@2,800	X	13.2	5.6	3.8	3.7	O.D.	155SR13	31.5
Hatchback GL	93.7	156.9	63.4	53.7	2,100	38.2	39.3	52.4	53	H04	1.8/109	2V	8.7	71@4,400	94@2,400	X	13.2	5.6	3.8	3.7	A.T.	175SR13	30.7
Hatchback 4WD	93.3	156.7	63.8	53.7	2,210	38.2	39.3	51.6	53	H04	1.8/109	2V	8.7	71@4,400	94@2,400	X	11.9	5.6	3.8	3.89	None	155SR13	30.7
Wagon	96.7	168.5	63.4	54.7	2,185	38.2	39.3	52.2	53	H04	1.8/109	2V	8.7	71@4,400	94@2,400	X	13.2	5.6	3.8	3.7	O.D., A.T.	155SR13	31.5
Wagon DL 4WD	96.3	168.3	63.8	56.9	2,310	38.2	39.3	51.6	53.7	H04	1.8/109	2V	8.7	71@4,400	94@2,400	X	11.9	5.6	3.8	3.89	None	17570SR13	31.5
BRAT DL 4WD	96.5	164.8	61	56.7	2,200	37.6	38.7	49.8	49.4	H04	1.8/109	2V	8.7	71@4,400	94@2,400	X	11.9	5.6	3.8	3.89	None	17570SR13	31.5
TOYOTA Starlet	90.6	152.2	60	54.3	1,724	37.3	40.9	50.8	50.2	4	1.3/78.7	2V	9	58@5,200	67@3,600	X	10.6	6	3.2	3.15	None	145SR13	30
Tercel Sedan	98.4	161.2	61	52.6	1,900	37.8	42.8	52.4	51.8	4	1.5/88.6	2V	9	62@4,800	75@2,800	X	11.9	5.4	3.4	3.31	O.D., A.T.	145SR13	36.1
Tercel Liftback	98.4	161.2	61	52.8	1,915	37.8	42.8	52.4	51.8	4	1.5/88.6	2V	9	62@4,800	75@2,800	X	11.9	5.4	3.4	3.58	A.T.	145SR13	36.1
Corolla 4-dr. Sedan	94.5	166.3	63.4	53	2,240	37.7	40.2	52.2	52.6	4	1.8/108	2V	9	75@5,000	95@2,600	X	13.2	8.5	3.5	3.30	O.D., A.T.	165SR13	33.4
Corolla Wagon	94.5	168.9	63.4	53	2,280	37.3	40.2	52.2	52.6	4	1.8/108	2V	9	75@5,000	95@2,600	X	12.4	8.5	3.5	3.30	A.T.	165SR13	33.4
Corolla Liftback	94.5	168.3	64	50.8	2,265	36.6	41.8	52.2	52.6	4	1.8/108	2V	9	75@5,000	95@2,600	X	13.2	8.5	3.5	3.31	A.T.	165SR13	33.4
Corolla Hardtop	94.5	168.3	64	50.8	2,185	36.8	41.8	52.2	52.6	4	1.8/108	2V	9	75@5,000	95@2,600	X	13.2	8.5	3.5	3.31	A.T.	165SR13	33.4
Corona Sedan	99.4	176.8	65.2	53.9	2,555	37.6	40.7	53.1	53.1	4	2.4/144.4	2V	9	96@4,800	129@2,800	X	16.1	8.5	5.3	3.31	A.O.D.	175SR14	36
Corona Liftback	99.4	176.8	65.2	53	2,619	36.7	40.7	53.1	53.1	4	2.4/144.4	2V	9	96@4,800	129@2,800	X	16.1	8.5	5.3	3.31	A.O.D.	175SR14	36
Corona Wagon	99.4	180.5	65.2	54.3	2,619	37.9	40.7	53.1	53.1	4	2.4/144.4	2V	9	96@4,800	129@2,800	X	15.6	8.5	5.3	3.31	A.O.D.	175SR14	36
Celica ST Sport Coupe	98.4	175.6	64.6	50.8	2,597	37.2	41.2	53.1	53.7	4	2.4/144.4	2V	9	96@4,800	129@2,800	X	16.1	9.5	4.7	3.31	A.O.D.	175SR14	32.8
Celica GT Liftback	98.4	175.6	64.6	50.6	2,641	37.1	41.2	53.1	53.7	4	2.4/144.4	2V	9	96@4,800	129@2,800	X	16.1	9.5	4.7	3.31	A.O.D.	18570SR14	32.8
Celica Supra	103.5	181.7	65	51.8	2,866	37.1	41.2	53.7	53.7	6	2.8/168.4	F.I.	8.8	116@4,800	145@3,600	X	16.1	9.5	4.7	3.73	A.O.D.	19570HR14	34.8
Cressida Sedan	104.1	184.8	66.5	54.3	2,921	38.2	41.6	54.7	54.5	6	2.8/168.4	F.I.	8.8	116@4,800	145@3,600	X	17.2	9.5	4.7	3.73	A.S.	18570SR14	34.8
Cressida Wagon	104.1	185.2	66.5	55.5	2,932	38.5	41.6	54.7	54.5	6	2.8/168.4	F.I.	8.8	113@4,800	145@3,600	X	17.2	9.5	4.7	3.73	A.S.	18570SR14	34.8
Pickup	101.8	169.5	63.4	58.9	2,515	38	40.4	53	53.1	4	2.4/144.4	2V	9	100@4,800	129@2,800	X	13.7	8.9	4	3.42	None	7.00x14	37.4
Long-bed Pickup	110.2	184.6	63.4	58.9	2,560	38	40.4	53	53.1	4	2.4/144.4	2V	9	100@4,800	129@2,800	X	16.1	8.9	4	3.42	None	7.00x14	40
Long bed Pickup (diesel)	110.2	184.6	63.4	58.9	2,770	38	40.4	53	53.1	4	2.2/134	F.I.	21.5	62@4,200	93@2,400		16.1	9.2	6.1	3.91	None	7.00x14	40
Pickup 4WD	102.1	170.1	66.5	65.9	2,930	38	40.4	55.9	55.1	4	2.4/144.4	2V	9	100@4,800	129@2,800	X	13.7	8.9	4.2	3.9	None	H78x15	38.7
Land Cruiser Hardtop	90	157.3	65.6	76.8	3,880	43	N.A.	55.7	55.1	6	4.2/258	2V	8.3	125@3,600	200@1,800	X	22.2	16.9	7.4	3.7	None	H78x15	34.7
TRIUMPH Spitfire (1980)	83	157.5	58.5	45.6	1,887	36	43	49	50	4	1.5/91	IV	7.5	52.5@5,000	69@2,500	X	8.7	5.6	4.8	3.89	O.D.	155SR13	24
TR-7*	85	165.4	66.2	49.5	2,487	38.5	41.5	55.5	55.3	4	2.0/122	F.I.	23.5	52@4,800	71.5@3,000		14.4	8.1	4.8	3.45	None	18570SR13	29
TR-8*	85	165.4	66.2	49.5	2,662	38.5	41.5	55.5	55.3	V-8	3.5/215	2V	8.1	133@5,000	174@3,000	X	14.4	11.5	5.4	3.08	A.T.	18570x13	31.6
TVR 3000	90	155	64	44	2,335	38	N.A.	53.8	53.8	V-6	3.0/182.5	2V	8.9	142@5,000	172@3,000	X	12	13.2	6	3.07	None	19570x14	39.4
VOLKSWAGEN Rabbit Conv.	94.5	155.3	63.4	55.6	2,204	N.A.	41.8	54.7	53.5	4	1.7/105	F.I.	8.2	74@5,000	89.6@3,000	X	10.6	N.A.	4.7	3.89	A.T.	17570SR13	33.8
Scirrocco	94.5	155.7	63.9	51.5	1,948	N.A.	40.2	54.7	53.5	4	1.7/105	F.I.	8.2	74@5,000	89.6@3,000	X	10.6	5.1	4.7	3.89	A.T.	17570SR13	33.8
Jetta	94.5	167.8	63.4	55.5	1,892	N.A.	N.A.	54.7	53.5	4	1.8/105	F.I.	8.2	74@5,000	89.6@3,000	X	10.6	N.A.	4.7	3.89	A.T.	17570SR13	33.8
Dasher	97.2	173.1	63.6	53.5	2,162	37.6	41.5	52.7	53.1	4	1.6/97	F.I.	8.2	76@5,500	83@3,200	X	11.9	6.3	3.7	3.91	A.S.	155SR13	31.2
Dasher Diesel	97.2	173.1	63.6	53.5	2,162	37.6	41.5	52.7	53.1	4	1.6/97	F.I.	23.5	52@4,800	71.5@3,000		11.9	6.3	4.7	4.11	None	155SR13	31.2
Vanagon	96.8	179.9	72.6	77.2	3,175	N.A.	N.A.	64	64	H04	2.0/120.2	F.I.	7.3	67@4,200	101@3,000	X	15.9	Air	3.7	4.57	A.T.	185SR14	34.5
VOLVO DL Sedan	104.3	192.5	67.3	56.2	2,891	39.8	37.4	56.3	53.5	4	2.1/130	F.I.	9.3	107@5,250	114@2,500	X	15.8	9.9	4	3.73	A.T.	175SR14	32.2
DL Wagon (diesel)	104.3	192.5	67.3	57.5	3,230	37.4	39.8	56.3	53.5	6	2.4/145	F.I.	23	76@4,800	98@2,800		15.8	11.5	7.4	3.54	A.T.	185SR14	32.2
GLT 2-door (turbo)	104.3	192.5	67.3	56.2	2,891	37.4	39.8	56.3	53.5	4	2.1/130	F.I.	7.5	127@5,400	150@3,750	X	15.8	11.5	4.7	3.73	None	19560HR15	32.2
Coupe	104.3	192.5	67.3	53.9	3,111	36.2	40.2	56.3	53.5	V-6	2.8/163	F.I.	8.8	130@5,500	153@2,750	X	15.8	11.5	6.8	3.54	A.S.	18570SR14	32.2

NOTE: This table has been compiled from information supplied by factories, distributors and other direct sources. Every reasonable precaution has been taken to insure accuracy, but Automotive News cannot assume any liability by reason of inaccuracies or omissions. Specifications are subject to change without notice.

*—1981 specification cars not yet available.

List of abbreviations:
A.S.—Automatic transmission std.
A.T.—Automatic transmission.
N.A.—Information not available.
F.I.—Fuel injection.
O.D.—Overdrive
S.A.—Semi automatic.
A.O.D.—Automatic Overdrive.
H.O.—Horizontally opposed.

Car prices climb, dealer margins cut

Despite sluggish sales—or perhaps because of them—new-car prices have marched steadily upward in the domestic auto industry during the 1981 model year.

The continued upward movement of stickers and an alteration in dealer discounts by the Big Three have been the highlights of this season in the pricing arena.

As of April 1, General Motors had had three price increases since the end of the 1980 model year. GM prices were up an average of $553 over final figures for '80 models.

Ford Motor Co. also hiked prices three times for a total of $564, and American Motors had posted four raises for a total of $670.

Chrysler Corp. hasn't followed suit. Chrysler boosted prices an average of $295 at introduction time last fall. In January, the company raised some prices, reduced others and added equipment here and there (sometimes at less than the option price). The result was a $21 reduction in the price of an average-equipped Chrysler car.

So Chrysler is up $274 for the model year.

Volkswagen hasn't tinkered with the prices of its U.S.-built Rabbits since introduction time last fall. On intro day, the base Rabbit rose $500 and others climbed $615 to $630 with new standard equipment a factor.

The April 1 date mentioned above is important. There's been a lot of activity since then. GM hiked prices a substantial $351 effective April 13, bringing its 1981-model-year

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COMPARING PRICES—1981 vs. 1980

Comparison of selected 1981 and 1980 domestic models by market class. Prices are Manufacturer's Suggested Retail Prices. The 1981 prices are those in effect April 10, 1981. The 1980 prices are those in effect at the end of the model year. No adjustment has been made for year-to-year equipment changes or for standard-equipment variations among competing models. If there is no entry in the 1980 column, it means the specific model is new for 1981.

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SUBCOMPACTS

	April 10, 1981	Final 1980 Model Price
Chevette Scooter 2-dr.	$4,595	$4,199
Spirit 2-dr.*	4,995	4,656
Chevette 2-dr.*	5,155	4,752
Escort 2-dr.	5.158	——
Lynx 2-dr.	5,199	——
Spirit liftback*	5,240	4,756
T1000 2-dr.*	5,252	——
Chevette 4-dr.	5,294	4,891
Omni Miser 4-dr.	5,299	——
Horizon Miser 4-dr.	5,299	——
024 Miser 2-dr.	5,299	——
TC3 Miser 2-dr.	5,299	——
T1000 4-dr.*	5,398	——
Escort 4-dr. Wagon	5,544	——
Escort L 2-dr.	5,556	——
Lynx L 2-dr.	5,665	——
Rabbit 2-dr.	5,715	5,215
Omni 4-dr.	5,836	5,699
Horizon 4-dr.	5,836	5,699
024 2-dr.	5,938	5,854
TC3 2-dr.	5,938	5,854
Eagle Kammback 2-dr.	5,995	——
Lynx 4-dr. Wagon	6,070	——
Rabbit L 2-dr.	6,310	5,695
Rabbit L 4-dr.	6,520	5,890
Eagle SX/4 liftback	6,817	——
EXP 2-dr.	7,253	——
LN7 2-dr.	7,750	——

*—Prices $121 lower in Western States.

COMPACTS
(2-dr. Sedan)

Concord 4	$5,869	$5,212
Aries 4	5,880	——
Reliant 4	5,880	——
Fairmont 4	6,091	4,894
Zephyr 4	6,163	5,041
Mustang 4	6,230	5,338
Citation 4	6,270	5,600
Phoenix 4	6,307	5,643
Omega 4	6,343	5,679
Skylark 4	6,405	5,741
Capri 4 (3-dr.)	6,745	5,672
Camaro V-6	6,780	6,076
Firebird V-6	6,948	6,181
Eagle 4	7,947	7,286

COMPACT WAGONS
(4-dr. Models)

Concord 4	$6,259	$5,537
Fairmont 4	6,503	5,215
Zephyr 4	6,577	5,364
Aries 4	6,721	——
Reliant 4	6,721	——
Eagle 4	8,562	7,836

INTERMEDIATES
(2-dr. Models)

	April 10, 1981	Final 1980 Model Price
Granada 4	$6,474	$5,541
Cougar 4	6,535	5,628*
Malibu V-6	6,616	5,846
Diplomat Sport 6	6,672	6,158
LeBaron Special 6	6,672	——
LeMans V-6	6,856	5,996
Diplomat Salon 6	7,322	6,551
LeBaron Salon 6	7,451	6,822
Monte Carlo V-6	7,505	6,684
Cutlass V-6 (4-dr.)	7,531	6,294
Cordoba LS 6	7,599	6,898
Grand Prix V-6	7,614	6,781
Century V-6 (4-dr.)	7,619	6,417
Cutlass Supreme V-6	7,715	6,815
Thunderbird V-6	7,757	6,816
Regal V-6	7,787	6,865
Mirada 6	7,899	7,010
Cougar XR-7 6	8,005	7,045
Cordoba 6	8,199	7,588

*—Monarch in 1980.

INTERMEDIATE WAGONS
(4-dr. Models)

Malibu V-6	$6,910	6,122
Diplomat V-6	7,277	6,515
LeMans V-6	7,483	6,611
LeBaron V-6	7,534	6,892
Century V-6	7,618	6,703
Cutlass V-6	7,644	6,742

STANDARD-SIZE
(4-dr. Models)

Chevrolet Impala V-6	$7,322	$6,818
Plymouth Gran Fury 6	7,469	6,908
Ford LTD 'S' V-8	7,626	6,875
Pontiac Catalina V-6	7,647	6,948
Dodge St. Regis 6	7,737	7,296
Oldsmobile 88 V-6	7,751	7,092
Mercury Marquis V-8	7,904	7,185
Buick LeSabre V-6	7,963	7,365
Chrysler Newport 6	8,032	7,433

STANDARD-SIZE WAGONS
(4-dr., V-8)

Chevrolet Impala	$7,705	$7,209
Ford LTD 'S'	8,041	7,198
Mercury Marquis	8,439	7,583
Olds Custom Cruiser	8.678	7,867
Pontiac Catalina	8,842	7,409
Buick Estate Wagon	8,906	8,157

LUXURY CARS

Riviera 2-dr.	$12,523	$12,138
Toronado 2-dr.	12,526	12,152
Cadillac deVille 4-dr.	14,198	13,503
Lincoln 4-dr.	14,423	13,593
Corvette 2-dr.	15,599	14,345
Eldorado 2-dr.	16,871	16,401
Mark VI 2-dr.	17,237	16,291
Imperial 2-dr.	18,690	——
Seville 4-dr.	22,110	20,796

retail prices, U.S. models

This table presents 1981 domestic prices in effect April 10, 1981, and rounded off to the nearest dollar. All prices are Manufacturer's Suggested Retail Prices. They do not include destination charges, state and local taxes, optional equipment or any other charges that may be passed along to the local buyer. In the equipment section, "Std." means standard equipment; "N.A." means the item is not available on the model mentioned.

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	4-Door	2-door	2-door Hatchback	4-door Wagon	Auto. Trans.	Power Steering	Power Brakes	Radio	Air Cond.
AMERICAN MOTORS—Spirit 4		$ 4,995	$ 5,240		$350	$173	$80	$92	$531
Spirit DL 4		5,489	5,639		350	173	80	Std.	531
Concord 4	$ 5,994	5,869		$ 6,259	350	173	80	92	585
Concord DL 4	6,443	6,318		6,708	350	173	80	92	585
Concord LTD 4	6,940	6,815		7,205	350	173	80	92	585
Eagle SX/4 4			6,817		350	Std.	Std.	92	531
Eagle SX/4 DL 4			7,269		350	Std.	Std.	92	531
Eagle Kammback 4		5,995			350	Std.	Std.	92	531
Eagle Kammback DL 4		6,565			350	Std.	Std.	92	531
Eagle DL 4	8,197	7,947		8,562	350	Std.	Std.	92	585
Eagle LTD 4	8,644	8,394		9,009	350	Std.	Std.	92	585
BUICK—Skylark 4	6,551	6,405			349	168	79	Std.	585
Skylark Sport 4	7,186	7,040			349	168	79	Std.	585
Skylark Limited 4	7,007	6,860			349	168	79	Std.	585
Century V-6	7,619			7,618	Std.	Std.	Std.	90	585
Century Limited V-6	8,226				Std.	Std.	Std.	90	585
Century Estate Wagon V-6				7,970	Std.	Std.	Std.	90	585
Regal V-6		7,787			Std.	Std.	Std.	90	585
Regal Sport Coupe V-6		8,834			Std.	Std.	Std.	90	585
Regal Limited V-6		8,313			Std.	Std.	Std.	90	585
LeSabre V-6	7,963	7,873			Std.	Std.	Std.	90	625
LeSabre Limited V-6	8,320	8,180			Std.	Std.	Std.	90	625
LeSabre Estate Wagon V-8				8,906	Std	Std.	Std.	90	625
Electra Limited V-6	10,673	10,538			Std	Std.	Std.	Std.	Std.
Electra Park Avenue V-6	11,783	11,650			Std.	Std.	Std.	Std.	Std.
Electra Estate Wagon V-8				11,624	Std.	Std.	Std.	Std.	Std.
Riviera V-6		12,523			Std.	Std.	Std.	Std.	Std.
Riviera T Type V-6		13,499			Std.	Std.	Std.	Std.	Std.
CADILLAC—deVille V-8-6-4	14,198	13,791			Std.	Std.	Std.	Std.	Std.
Fleetwood Brougham V-8-6-4	16,747	16,321			Std.	Std.	Std.	Std.	Std.
Eldorado V-8-6-4		16,871			Std.	Std.	Std.	Std.	Std.
Seville V-8 (diesel)	22,084				Std.	Std.	Std.	Std.	Std.
Limousine V-8-6-4	25,227				Std.	Std.	Std.	Std.	Std.
Formal Limousine V-8-6-4	26,116				Std.	Std.	Std.	Std.	Std.
CHEVROLET—Chevette Scooter 4			4,595		335	164	79	78	531
Chevette 4	5,294		5,155		335	164	79	Std.	531
Citation 4	6,404		6,270		349	168	79	Std.	585
Camaro V-6		6,780			349	Std.	Std.	90	560
Camaro Berlinetta V-6		7,668			349	Std.	Std.	90	560
Camaro Z-28 V-8		8,298			61	Std.	Std.	90	560
Malibu V-6	6.698	6,616		6,910	349	Std.	Std.	90	585
Malibu Classic V-6	7,073	6,953		7,192	349	Std.	Std.	90	585
Malibu Classic Landau V-6		7,220			349	Std.	Std.	90	585
Monte Carlo V-6		7,505			Std.	Std.	Std.	90	585
Monte Carlo Landau V-6		8,232			Std.	Std.	Std.	90	585
Impala V-6	7,322	7,210			Std.	Std.	Std.	90	625
Impala Wagon V-8 (2-seat)				7,705	Std.	Std.	Std.	90	625
Impala Wagon V-8 (3 seat)				7,847	Std.	Std.	Std.	90	625
Caprice Classic V-6	7,731	7,597			Std.	Std.	Std.	90	625
Caprice Classic Landau V-6		8,082			Std.	Std.	Std.	90	625
Caprice Classic Wagon V-8 (2-seat)				8,029	Std.	Std.	Std.	90	625
Caprice Classic Wagon V-8 (3-seat)				8,194	Std.	Std.	Std.	90	625
Corvette V-8		15,599			Std.	Std.	Std.	Std.	Std.
CHRYSLER—LeBaron Special 6	6,672	6,672			Std.	Std.	Std.	92	606
LeBaron Wagon 6				7,534	Std.	Std.	Std.	92	606
LeBaron Salon 6	7,601	7,451			Std	Std.	Std.	92	606
LeBaron Town and Country 6				8,196	Std.	Std.	Std.	92	606
LeBaron Medallion 6	8,105	7,596			Std.	Std.	Std.	92	606
Cordoba LS 6		7,599			Std.	Std.	Std.	Std.	606
Cordoba 6		8,199			Std.	Std.	Std.	Std.	606
Newport 6	8,032				Std.	Std.	Std.	97	646
New Yorker V-8	10,981				Std.	Std.	Std.	Std.	Std
DODGE—Omni Miser 4	5,299				NA	NA	NA	92	NA
Omni 4	5,836				359	165	82	Std.	554
024 Miser 4			5,299		NA	NA	NA	92	NA
024 4			5,938		359	165	82	Std.	554
Aries 4	5,980	5,880			360	174	82	90	605
Aries Custom 4	6,448	6,315		6,721	360	174	82*	Std.	605
Aries SE 4	6,933	6,789		7,254	360	Std.	Std.	Std.	605
Diplomat Sport 6	6,672	6,672			Std.	Std.	Std.	92	606
Diplomat Wagon 6				7,277	Std.	Std.	Std.	92	606
Diplomat Salon 6	7,456	7,322		7,858	Std.	Std.	Std.	92	606
Diplomat Medallion 6	7,965	7,833			Std.	Std.	Std.	92	606
Mirada 6		7,899			Std.	Std.	Std.	Std.	606
St. Regis 6	7,737				Std.	Std.	Std.	97	646

*—Power brakes standard on Aries Custom Wagon.

Continued from Page 50

average to $914 and pushing the average price of the average-equipped GM car above ten thousand dollars. It became $10,200 on that date.

Then came a couple of surprises. Ford, which almost always follows GM in such matters, said it would not hike prices before the end of April. And Chrysler said it would make no increase "until absolutely necessary."

But GM wasn't about to stay that far out on a limb all by itself. The company announced that it would not increase prices again on 1981 models, thus eliminating its usual July 1 boost.

That's how things stood as the Automotive News Market Data Book went to press.

The revision of the dealer discount structure is another important part of the 1981 pricing picture. GM started it. GM left discounts unchanged on subcompacts and compacts and cut them from one to six percentage points on other models. A discount cut reduces the dealer's trading margin. Dealers don't like it. It affects the customer because the wholesale and sticker price are closer together and the dealer cannot offer the savings which customers have come to expect.

Import prices

Prices in effect April 6, 1981

The following are Manufacturers Suggested Retail Prices. They include ocean freight and import duty. They do not include inland transportation fees, state or local taxes, optional equipment or special equipment required by state laws. Where East Coast and West Coast prices differ, East Coast prices are used. Prices are for 1981 models unless otherwise indicated.

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ALFA ROMEO — Spider Veloce convertible, $14,895. (**Power disk brakes are standard.**) (Price does not include dealer prep fee of $137.)

ARROW (Plymouth)—Pickup trucks—Arrow, $6,202; Arrow Custom, $6,681; Arrow Sport, $7,240. (**Power disk brakes** standard on all models. **Automatic transmission** is $386 on base model, $286 on Custom and Sport.) (Prices include dealer prep fee.)

ASTON MARTIN—V-8 coupe (automatic), $86,500; V-8 coupe (5-speed), $88,000; Volante convertible (automatic), $113,500; Volante convertible (5-speed), $115,000; Lagonda 4-door sedan (automatic), $150,000. (**Power steering, power disk brakes, radio and air conditioning** are standard.) (Prices include dealer prep fee.)

AUDI—4000—2-door sedan, $8,990; 4-door sedan, $9,210. **4000 5+5**—2-door sport sedan, $11,105. **5000**—4-door sedan, $11,240; 4-door sedan (diesel engine), $12,090. **5000-S**—4-door sedan, $12,840; 4-door sedan (diesel engine), $13,690. **5000-T (Turbo)**—4-door sedan, $17,650. (**Power disk brakes** standard on all models. **Power steering** standard on 4000 5+5 and all 5000 models. **Radio and air conditioning** standard on 5000-T. **Automatic transmission** is $405 on 5000 and 5000-S sedans with gasoline engine.) (Prices do not include dealer prep fee.)

BENTLEY—Mulsanne (1981 model to be introduced in June, 1981 — 4-door sedan, $108,370. **T Series (1980 model)**—4-door sedan. $84,800. **Corniche (1980 model)**—Coupe, $145,740; convertible, $155,295. (**Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include dealer prep fee.)

BMW—320i—2-door sedan, $12.895. **528i**—4-door sedan, $21,995. **633-CSi**—Coupe, $35,910. **733i**—4-door sedan, $31,980. (**Power disk brakes** standard on all models. **Power steering, radio and air conditioning** standard on all models except 320i. **Automatic transmission** is $620 on 320i, $775 on other models.) (Dealer prep fee is $200 on 320i, $250 on other models.)

CHALLENGER (Dodge) — Sport coupe, $7,672. (**Power steering, power disk brakes and radio** are standard. **Automatic transmission** is $286.) (Prices include dealer prep fee.)

CHAMP (Plymouth) — 2-door hatchback, $5,263; Deluxe 2-door hatchback, $5,559; Custom 2-door hatchback, $5,820. (**Power disk brakes** standard on all models. **Automatic transmission** is $286 on Deluxe and Custom with optional 1,600-cc engine.) (Prices include dealer prep fee.)

COLT (Dodge)—2-door hatchback, $5,263; Deluxe 2-door hatchback, $5,559; Custom 2-door hatchback, $5,820. (**Power disk brakes** standard on all models. **Automatic transmission** is $286 on Deluxe and Custom with optional 1,600-cc engine.) (Prices include dealer prep fee.)

COURIER (Ford)—Pickup truck, $6,200. (**Radio is standard. Automatic transmission** is $277.70.) (Price includes dealer prep fee.)

DATSUN—210 Series — Standard 2-door sedan, $4,599; MPG 2-door sedan, $4,939; Deluxe 2-door sedan, $5,569; Deluxe 4-door sedan, $5,739; Deluxe 2-door hatchback, $5,899; Deluxe 2-door hatchback SL, $6,349; Deluxe 4-door wagon, $6,049; Deluxe 4-door wagon SL, $6,449. **310 Series**—Deluxe 2-door hatchback sedan, $5,489; GX 2-door hatchback sedan, $5,989; GX 4-door hatchback sedan, $6,139; GX hatchback coupe, $6,439. **510 Series** — 2-door sedan, $6,439; 4-door hatchback, $7,089; 4-door wagon, $7,139. **200-SX**—Deluxe 2-door hardtop, $7,389; SL 2-door hardtop, $8,489; Deluxe 2-door hatchback, $7,589; SL 2-door hatchback, $8,739. **810 Series**—Maxima 4-door sedan, $10,879; Maxima 4-door wagon, $10,879. **280-ZX**—2-seater coupe, $11,299; GL 2-seater coupe, $13,949; GL 2 + 2 coupe, $14,949; Turbo GL 2-seater coupe, $16,999. **Pickup trucks (2-wheel drive)** — Standard regular bed, $5,999; Deluxe regular bed, $6,329; Deluxe long bed, $6,479; King Cab Deluxe, $7,029; King Cab GL, $7,629; cab and chassis Deluxe, $6,109; Sports Truck, $7,069. **Pickup trucks (2-wheel drive, diesel engine)**—Deluxe regular bed, $6,979; Deluxe long bed, $7,129; King Cab Deluxe, $7,679. **Pickup trucks (4-wheel drive)** —Deluxe regular bed, $7,939; Deluxe long bed, $8,089; Deluxe King Cab, $8,659; Sports Truck, $8,779. (**Power disk brakes** standard on all models. **Power steering** standard on 810 models and on 280-ZX GL models. **Automatic transmission** standard on 810 and 280-ZX Turbo. **Radio** standard on 200-SX, 810 and 280-ZX. **Air conditioning** standard on 810 and all 280-ZX except base 2-seater. **Automatic transmission** prices: $295 on 210 Series not available on Standard 2-door and MPG 2-door; $390 on Series 510 2-door sedan and 4-door wagon, $260 on 510 2-door hatchback; $260 on 200-SX; $300 on 280-ZX; $300 on 280-ZX; $260 on 2-wheel-drive pickup trucks, not available on standard regular bed and cab-chassis unit.) (Price include dealer prep fee.)

FERRARI—308-GT4 coupe (1979 model), $39,998; 308-GTBi coupe (1980 model), $47,440; 308-GTSi coupe with removable hard top, (1980 model), $52,640. (**Air conditioning** standard on all models.) (Prices do not include dealer prep fee of $350.)

FIAT—Strada—Standard 3-door sedan, $5,689; Custom 3-door sedan, $6,147; Custom 5-door sedan, $6,357. **Brava**—2-door sedan, $8,190; 4-door sedan, $8,390. **X 1/9**—Coupe/roadster, $8,997. **Spider 2000**—Convertible, $9,899. (**Power disk brakes** standard on Strada and Spider. **Power steering and air conditioning** standard on Brava. **Automatic transmission** is $426 on Strada Custom models, $515 on Brava, $520 on Spider.) (Prices include dealer prep fee.)

FIESTA (Ford) (1980 model)—2-door sedan, $5,032. (Price includes dealer prep fee.)

HONDA — Civic 1300 — 3-door hatchback (4-speed), $4,599; 3-door hatchback (5-speed), $5,199; 3-door hatchback (automatic), $5,399. **Civic 1500**—DX 3-door hatchback (5-speed), $5,649; DX 3-door hatchback (automatic), $5,849; GL 3-door hatchback (5-speed), $5,999; 5-door wagon (5-speed), $6,049; 5-door wagon (automatic), $6,249; 4-door sedan (5-speed), $6,499; 4-door sedan (automatic), $6,699. **Accord**—3-door hatchback (5-speed), $6,999; 3-door hatchback (automatic), $7,249; 4-door sedan (5-speed), $7,645; 4-door sedan (automatic), $7,895. **Accord LX** — 3-door hatchback (5-speed), $8,049; 3-door hatchback (automatic), $8,299. **Prelude**—Coupe (5-speed), $7,695; coupe (automatic), $8,145. (**Power disk brakes** standard on all models. **Power steering** standard on Accord 4-door sedan and Accord LX hatchback, also on Prelude with automatic. **Air conditioning** standard on Accord LX hatchback.) (Prices include dealer prep fee.)

ISUZU—I-Mark (gasoline engine)—Deluxe 4-door sedan, $6,069; Deluxe coupe, $5,917; LS coupe, $6,535. **I-Mark** (diesel engine)—Deluxe 4-door sedan, $7,194; coupe, $6,699; Deluxe coupe, $7,044; LS coupe, $7,660. P'up pickup trucks (gasoline engine)—Standard wheelbase (2-wheel drive), $6,117; long wheelbase (2-wheel drive), $6,267; standard wheelbase (4-wheel drive), $7,892. (**Power disk brakes** standard on all models. **Radio** standard on LS coupes. **Automatic transmission** is $297 on cars, $438 on 2-wheel-drive trucks, not available on base diesel coupe.) (Prices include dealer prep fee.)

JAGUAR—XJ-6 III—4-door sedan (1981

Continued on Page 54, Col. 1

AVERAGE NEW-CAR SELLING PRICE

Year	Ave. Retail Sales Price
1969	$3,400
1970	$3,430
1971	$3,730
1972	$3,690
1973	$3,930
1974	$4,390
1975	$4,750
1976	$5,470
1977	$6,120
1978	$6,470
1979	$6,950
1980	$7,340

SOURCE: NADA

retail prices, U.S. models

	4-Door	2-door	2-door Hatchback	4-door Wagon	Auto. Trans.	Power Steering	Power Brakes	Radio	Air Cond.
FORD—Escort 4			5,158	5,544	366	163	79*	Std.	530
Escort L 4			5,556	5,953	366	163	79*	Std.	530
Escort SS 4			6,201	6,603	366	163	79*	Std.	530
Escort GL 4			5,900	6,318	366	163	79*	Std.	530
Escort GLX 4			6,538	6,939	366	163	79*	Std.	530
EXP 4 ('82 model)			7,253		366	163	Std.	Std.	530
Mustang 4		6,230	6,467		349	163	Std.	Std.	560
Mustang Ghia 4		6,676	6,789		349	163	Std.	Std.	560
Fairmont 4	6,210	6,091		6,503	349	168	Std.	Std.	585
Fairmont Futura 4	6,421	6,407		6,735	349	168	Std.	Std.	585
Granada 4	6,633	6,474			349	168	Std.	Std.	585
Granada GL 4	7,035	6,875			349	168	Std.	Std.	585
Granada GLX 4	7,148	6,988			349	168	Std.	Std.	585
Thunderbird 6		7,757			Std.	Std.	Std.	Std.	585
Thunderbird Town Landau 6		8,895			Std.	Std.	Std.	Std.	585
Thunderbird Heritage V-8		11,561			Std.	Std.	Std.	Std.	Std.
LTD S V-8	7,626			8,041	Std.	Std.	Std.	Std.	624
LTD V-8	7,854	7,743		8,215	Std.	Std.	Std.	Std.	624
LTD Crown Victoria V-8	8,519	8,387			Std.	Std.	Std.	Std.	624
LTD Squire V-8				8,775	Std.	Std.	Std.	Std.	624
*—Power brakes standard on Escort Wagons.									
IMPERIAL V-8		18,690			Std.	Std.	Std.	Std.	Std.
LINCOLN—Town Car V-8	14,423	14,024			Std.	Std.	Std.	Std.	Std.
Continental Mark VI V-8	17,682	17,237			Std.	Std.	Std.	Std.	Std.
MERCURY—Lynx 4			5,199		366	163	79	Std.	530
Lynx L 4			5,665	6,070	366	163	79*	Std.	530
LN7 4 ('82 model)			7,750		366	163	Std.	Std.	530
Capri 4			6,745		349	163	Std.	Std.	560
Capri GS 4			6,927		349	163	Std.	Std.	560
Zephyr 4	6,282	6,163		6,577	349	168	Std.	Std.	585
Zephyr Z-7 4		6,355			349	168	Std.	Std.	585
Cougar 4	6,694	6,535			349	168	Std.	Std.	585
Cougar XR-7 6		8,005			Std.	Std.	Std.	Std.	585
Marquis V-8	7,904			8,439	Std.	Std.	Std.	Std.	624
Marquis Brougham V-8	8,929	8,730			Std.	Std.	Std.	Std.	624
Grand Marquis V-8	9,588	9,357			Std.	Std.	Std.	Std.	624
Colony Park V-8				9,434	Std.	Std.	Std.	Std.	624
*—Power brakes standard on Lynx wagons.									
OLDSMOBILE—Omega 4	6,514	6,343			349	168	79	Std.	585
Omega Brougham 4	6,855	6,700			349	168	79	Std.	585
Cutlass Salon V-6	7,531			7,644	Std.	Std.	Std.	90	585
Cutlass LS V-6	7,828				Std.	Std.	Std.	90	585
Cutlass Brougham V-6	8,327				Std.	Std.	Std.	90	585
Cutlass Cruiser Brougham V-6				7,953	Std.	Std.	Std.	90	585
Cutlass Supreme V-6		7,715			Std.	Std.	Std.	90	585
Cutlass Supreme Brougham V-6		8,250			Std.	Std.	Std.	90	585
Cutlass Calais V-6		8,285			Std.	Std.	Std.	90	585
Delta 88 V-6	7,751	7,655			Std.	Std.	Std.	90	625
Delta 88 Royale V-6	8,018	7,869			Std.	Std.	Std.	90	625
Delta 88 Royale Brougham V-6	8,367	8,284			Std.	Std.	Std.	90	625
Custom Cruiser V-8				8,678	Std.	Std.	Std.	90	625
Ninety-Eight Luxury V-6	10,289				Std.	Std.	Std.	Std.	Std.
Ninety-Eight Regency V-6	10,896	10,778			Std.	Std.	Std.	Std.	Std.
Toronado Brougham V-6		12,526			Std.	Std.	Std.	Std.	Std.
PLYMOUTH—Horizon Miser 4	5,299				NA	NA	NA	92	NA
Horizon 4	5,836				359	165	82	Std.	554
TC3 Miser 4			5,299		NA	NA	NA	92	NA
TC3 4			5,938		359	165	82	Std.	554
Reliant 4	5,980	5,880			360	174	82	90	605
Reliant Custom 4	6,448	6,315		6,721	360	174	82*	Std.	606
Reliant SE 4	6,933	6,789		7,254	360	Std.	Std.	Std.	605
Gran Fury 6	7,469				Std.	Std.	Std.	97	646
*—Power brakes standard on Reliant Custom Wagon.									
PONTIAC—T1000 4	5,398		5,252		335	164	79	Std.	531
Phoenix 4	6,498		6,307		349	168	79	Std.	585
Phoenix LJ 4	6,969		6,778		349	168	79	Std.	585
Firebird V-6		6,948			349	Std.	Std.	90	560
Firebird Esprit V-6		7,788			Std.	Std.	Std.	90	560
Firebird Formula V-6		7,908			Std.	Std.	Std.	90	560
Firebird Trans Am V-8		8,419			Std.	Std.	Std.	90	560
LeMans V-6	6,923	6,856			349	Std.	Std.	90	585
LeMans Safari V-6				7,483	Std.	Std.	Std.	90	585
LeMans LJ V-6	7,124				349	Std.	Std.	90	585
Grand LeMans V-6	7,318	7,143			349	Std.	Std.	90	585
Grand LeMans Safari V-6				7,893	Std.	Std.	Std.	90	585
Grand Prix V-6		7,614			Std.	Std.	Std.	90	585
Grand Prix Brougham V-6		9,197			Std.	Std.	Std.	90	585
Grand Prix LJ V-6		8,031			Std.	Std.	Std.	90	585
Catalina V-6	7,647	7,543			Std.	Std.	Std.	90	625
Catalina Safari V-8				8,842	Std.	Std.	Std.	90	Std.
Bonneville V-6	7,916	7,789			Std.	Std.	Std.	90	625
Bonneville Brougham V-6	8,944	8,756			Std.	Std.	Std.	90	625
Grand Safari V-8				9,381	Std.	Std.	Std.	90	Std.
VOLKSWAGEN—(U.S.-built models)									
Rabbit 4			5,715		NA	NA	Std.	NA	NA
Rabbit L 4	6,520		6,310		380	NA	Std.	155	585
Rabbit LS 4	6,920		6,710		380	NA	Std.	155	585
Rabbit S 4			7,000		NA	NA	Std.	155	585

Import prices

Continued from Page 51

model), $27,500. **XJS**—4-door sedan (1980 model), $30,000. (**Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on both models.) (Prices do not include dealer prep fee.)

LANCIA — Beta coupe, $9,975; Zagato coupe, $11,880. (**Power steering** standard on both models.) (Prices include dealer prep fee.)

LOTUS (1980 models)—Elite—503 coupe, $37,200; 504 coupe, $37,900. **Eclat**—523 coupe, $36,100; 524 coupe, $36,650. **Esprit**—702 coupe, $35,600. (**Power disk brakes, air conditioning** standard on all models. **Power steering** standard on all Elite and Eclat models. **Automatic transmission** standard on Elite 504 and Eclat 524.) (Prices do not include dealer prep fee.)

LUV (Chevrolet)—Pickup trucks—2-wheel drive with 104.3-inch wheelbase, $6,586; 2-wheel drive with 117.9-inch wheelbase, $6,795; 4-wheel drive with 104.3-inch wheelbase, $8,510. (**Power disk brakes** standard on all models. **Automatic transmission** is $420 on 2-wheel-drive models.) (Prices include dealer prep fee.)

MASERATI—Merak SS coupe, $40,775; Quattroporte 4-door sedan, $55,382. (**Power disk brakes, radio and air conditioning** standard on both models. **Automatic transmission and power steering** also standard on Quattroporte.) (Prices include dealer prep fee.)

MAZDA—Unless otherwise noted, prices are the same for Mazda Central (distributor in 31 states) and Mazda East (distributor in 18 states). **GLC**—3-door hatchback, $5,095; Custom 3-door hatchback, $5,495; Custom L 3-door hatchback, $5,895; Sport 3-door hatchback, $6,295; Custom 5-door hatchback sedan, $5,795; Custom 5-door wagon, $5,745; Custom 4-door sedan, $5,995; Custom L 4-door sedan, $6,495. **626 Series**—4-door sedan, $6,995; coupe, $7,295; Luxury 4-door sedan, $8,595 ($8,195 in East); Luxury coupe, $9,095 ($8,495 in East). **RX-7**—S coupe, $9,395; GS coupe, $9,895; GSL coupe, $11,395. **B-2000 pickup trucks**—Short bed, $5,595 ($5,695 in East); Sundowner short bed, $5,895 (not available in East); Sundowner long bed, $6,095 ($6,195 in East); Sundowner Sport short bed, $6,195 ($6,295 in East); Sundowner Sport long bed, $6,395 (not available in East). (**Power disk brakes** standard on all models. **Power steering** standard on Series 626 Luxury models. **Radio** standard on all 626 and all RX-7 models. **Automatic transmission** prices: $325 on all Series 626 models. $355 on RX-7 GS and GSL, not available on RX-7 S. $275 on GLC Custom L 3-door hatchback, GLC Custom L 4-door sedan and GLC Custom 5-door hatchback sedan. $345 on GLC Custom 5-door wagon. $420 on GLC Custom 3-door hatchback and GLC Custom 4-door sedan. **Automatic transmission** is not available on trucks or on base GLC 3-door hatchback or on GLC Sport 3-door hatchback.) (Prices include dealer prep fee.)

MERCEDES-BENZ — 240-D (Diesel) — 4-door sedan (manual transmission), $19,312; 4-door sedan (automatic), $20,558. **280 Series**—280-E 4-door sedan, $26,84[illegible]; 280-CE coupe, $30,314. **300 Series (Diesel)**—300-D 4-door sedan, $25,640; 300-CD coupe, $29,231; 300-TD 4-door wagon, $31,373; 300-SD 4-door sedan, $34,185. **380 Series**—380-SEL 4-door sedan, $44,298; 380-SL coupe/roadster, $38,993; 380-SLC coupe, $46,638. (**Power steering, power disk brakes and radio** are standard on all models. **Automatic transmission** is standard on all models except 240-D manual sedan. **Air conditioning** is standard on all models except 240-D.) (Prices include dealer prep fee.)

MG—MGB convertible (1980 model), $7,950. (Price does not include dealer prep fee.)

PEUGEOT — 504 Series (Deisel) — 4-door wagon, $11,660. **505 Series (Gasoline engine)**—4-door sedan, $10,990; S 4-door sedan, $13,520. **505-D (Diesel)**—4-door sedan, $11,990. 505 Turbodiesel—4-door sedan, $12,980; S 4-door sedan, $15,510. (**Power steering and power disk brakes** standard on all models. **Radio** standard on both S models. **Air conditioning** on 505 S and both Turbodiesel models. (**Automatic transmission** is $360 on all models.) (Prices include dealer prep fee.)

PORSCHE—924—Coupe (5-speed or automatic), $16,770. **924 Turbo**—Coupe, $21,500. **911-SC**—Coupe, $28,365; Targa convertible, $29,850. **928**—Coupe (5-speed or automatic), $38,850. (**Power disk brakes** standard on all models. **Power steering** standard on 928. **Air conditioning** standard on 924 Turbo, 911-SC and 928.) (Prices do not include dealer prep fee.)

RAM 50 (Dodge)—Pickup trucks—Custom, $6,202; Royal, $6,681; Sport, $7,240. (**Power disk brakes** standard on all models. **Automatic transmission** is $386 on Custom, $286 on Royal and Sport.) (Prices include dealer prep fee.)

RENAULT — Le Car — 2-door hatchback, $5,200; Deluxe 2-door hatchback, $5,600; Deluxe 5-door sedan, $5,827. **Renault 18i**—4-door sedan, $7,398; 4-door wagon, $7,858; Deluxe 4-door sedan, $7,898; Deluxe 4-door wagon, $8,358. (**Power disk brakes** standard on Le Car Deluxe and all 18i models. **Radio** standard on 18i Deluxe. **Automatic transmission** is $395 on 18i Deluxe models; not available on Le Car and base 18i.) (Prices do not include dealer prep fee of $35.)

ROLLS-ROYCE—Silver Spirit (1981 model)—4-door sedan, $109,000. **Silver Spur (1981 model)**—4 door sedan, $117,000. **Corniche (1980 models)**—Coupe, $146,160; convertible, $155,800. **Camargue (1980 model)**—Coupe, $152,000. (**Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include dealer prep fee.)

ROVER 3500 (1980 model)—4-door sedan, $15,900. (**Air conditioning** is standard. **Automatic transmission** is $350.) (Price does not include dealer prep fee.)

SAAB—900 Series—3-door hatchback sedan, $10,400. **900-S**—3-door hatchback sedan, $12,100; 4-door sedan $12,700. **900 Turbo**—3-door hatchback sedan, $14,600; 4-door sedan, $15,100. (**Power disk brakes, power steering** standard on all models. **Air conditioning** standard on 9[illegible] Turbo. **Automatic transmission** is $350 on all models.) (Prices include dealer prep fee.)

SAPPORO (Plymouth)—Sport coupe, $7,588. (**Power steering, power disk brakes and radio** are standard. **Automatic transmission** is $286.) (Prices include dealer prep fee.)

SUBARU — Hatchback Series — Standard, $4,399; DL (5-speed), $5,329; GL (automatic), $5,929; GL 3-door (5-speed), $5,679; Standard (4-wheel drive), $5,249; DL (4-wheel drive), $5,979; GL (4-wheel drive), $6,279. **4-Door Series**—DL, $5,579; DL (5-speed), $5,679; GL (5-speed), $6,029; GL (automatic), $6,279. **Station Wagon Series**—DL, $5,829; DL (5-speed), $5,929; GL (5-speed), $6,279; GL (automatic), $6,529; DL (4-wheel drive), $6,579; GL (4-wheel drive), $6,879. **Hardtop Series**—DL, $5,729; DL (5-speed), $5,829; GLF (5-speed), $6,279; GLF (automatic), $6,529. **BRAT (4-wheel drive)**—DL, $5,999; GL $6,349. (**Power disk brakes** standard on all models. **Radio** standard on all DL, GL, GLF and BRAT models.) (Prices do not include dealer prep fee.)

TOYOTA — Starlet — 3-door Liftback (5-speed), $5,148. **Corolla Tercel**—2-door sedan, $4,748; 2-door sedan (automatic), $5,103; Deluxe 2-door sedan (5-speed), $5,248; Deluxe 4-door sedan (5-speed), $5,078; Deluxe 4-door sedan (automatic), $5,368; Deluxe 3-door Liftback (5-speed), $5,408; Deluxe 3-door Liftback (automatic), $5,698; SR-5 3-door Liftback (5-speed), $6,038. **Corolla**—2-door sedan, $5,178; Deluxe 2-door sedan (5-speed), $5,688; Deluxe 2-door sedan (automatic), $5,978; Deluxe 4-door sedan (5-speed), $5,808; Deluxe 4-door sedan (automatic), $6,098; Deluxe 4-door wagon (5-speed), $6,178; Deluxe 4-door wagon (automatic), $6,468; Deluxe sport coupe (automatic), $6,338; SR-5 sport coupe (5-speed), $6,808; Deluxe 2-door Liftback (5-speed), $5,998; Deluxe 2-door Liftback (automatic), $6,288; SR-5 2-door Liftback (5-speed), $6,708; Deluxe 2-door hardtop (automatic), $6,258; SR-5 2-door hardtop (5-speed), $6,658. **Celica**—ST sport coupe (5-speed), $6,699; ST sport coupe (automatic), $7,124; GT sport coupe (5-speed), $7,429; GT sport coupe (automatic), $7,854; GT 2-door Liftback (5-speed), $7,659; GT 2-door Liftback (automatic), $8,084. **Celica Supra**—2-door Liftback (5-speed), $11,298; 2-door Liftback (automatic), $11,773. **Corona**—Deluxe 4-door sedan (5-speed), $6,719; Deluxe 4-door sedan (automatic), $7,144; Deluxe 4-door wagon (5-speed), $7,099; Deluxe 4-door wagon (automatic), $7,524. **Corona Luxury Edition**—4-door sedan (5-speed), $7,829; 4-door sedan (automatic), $8,254; 4-door Liftback (5-speed), $8,089; 4-door Liftback (automatic), $8,514. **Cressida**—Luxury 4-door sedan (automatic), $11,599; Luxury 4-door wagon (automatic), $12,049. **Land Cruiser**—2-door with hard top, $9,788; 4-door wagon, $12,478. **Pickup trucks (2-wheel drive)**—Short bed, $6,148; Deluxe short bed (5-speed), $6,418; SR-5 short bed (5-speed), $7,118; long bed, $6,298; Deluxe long bed (5-speed), $6,568; Deluxe long bed (automatic, California only), $7,068; Deluxe long bed (automatic), $6,833; Deluxe long bed (5-speed and diesel engine), $7,218; SR-5 long bed (5-speed), $7,268; SR-5 long bed (automatic), $7,658; three-quarter-ton long bed, $6,498; commercial cab/chassis, $6,368; camper cab/chassis, $6,548. **Pickup trucks (4-wheel drive)**— Deluxe short bed, $8,098; SR-5 short bed (5-speed), $8,893; Deluxe long bed, $8,248; Deluxe long bed (5-speed), $8,348; SR-5 long bed (5-speed), $9,043. (**Power disk brakes** standard on all models. **Power steering** standard on Celica Supra, Corona Luxury Edition and Cressida. **Air conditioning** standard on Celica Supra and Cressida. **Radio** standard on all SR-5 models of cars and trucks and on Celica Supra, Celica GT Liftback, Celica GT sport coupe, Corona Luxury Edition and Cressida.) (Prices include dealer prep fee.)

TRIUMPH (1980) models)—**Spitfire**—Convertible, $7,365. **TR-7**—Coupe, $8,465; convertible, $9,235. **TR-8**—Coupe, $11,150; convertible, $11,900. (Prices do not include dealer prep fee.)

VOLKSWAGEN—Rabbit—2-door hatchback, $5,715. **Rabbit L**—2-door hatchback, $6,310; 4-door hatchback, $6,520. **Rabbit LS**—2-door hatchback, $6,710; 4-door hatchback, $6,920. **Rabbit S**—2-door hatchback (5-speed), $7,000. **Rabbit Convertible**—Convertible (5-speed), $9,900. (**Diesel engine** for Rabbit is $425. Not available on base 2-door.) (All Rabbit models except convertible are built in U. S.) **Jetta**—2-door sedan, $7,975; 4-door sedan, $8,195. **Dasher (diesel engine)**—4-door hatchback, $8,830; 4-door wagon, $9,110. **Scirocco** — Coupe, $8,495; S coupe, $9,015. **Vanagon**—Bus, 7-seater, $10,690; bus, 9-seater, $10,740. **Pickup trucks** (Built in U. S.)—Pickup, $6,530; LX pickup, $6,910; Sportruck, $7,150. (**Diesel engine is $545** on base pickup and LX pickup.) (**Power disk brakes** standard on all models. **Radio** standard on all models except Rabbit hatchbacks. **Automatic transmission** is $380 on Rabbit hatchbacks, $405 on Rabbit convertible, Jetta and Scirocco; not available on base Rabbit hatchback.) (Prices do not include dealer prep fee.)

VOLVO—DL Series—2-door sedan (overdrive), $9,315; 2-door sedan (automatic), $9,465; 2-door sedan (overdrive and sunroof), $9,820; 2-door sedan (automatic and sunroof), $9,970; 4-door sedan (overdrive), $9,615; 4-door sedan (automatic), $9,765; 4-door sedan (overdrive and sunroof), $10,120; 4-door sedan (automatic and sunroof), $10,270; 5-door wagon (overdrive), $10,210; 5-door wagon (automatic), $10,360. **GL Series**—2-door sedan (overdrive), $12,970; 2-door sedan (automatic), $12,920; 4-door sedan (overdrive), $12,970; 4-door sedan (automatic), $13,120. **GLT Series**—Turbo 2-door sedan (overdrive), $13,630; 5-door wagon (overdrive), $13,435; 5-door wagon (automatic), $13,585. **GLE Series**—4-door sedan (automatic), $15,000; 5-door wagon (automatic), $15.325. **Coupe**—Coupe (automatic), $19,550. **Power disk brakes** standard on all models. **Power steering** standard on all models except DL units with overdrive and no sunroof. (**Air conditioning** standard on all models except DL series.) Lambda Sond emission control package is mandatory on all models. It is priced at $137.) (Prices do not include dealer prep fee.

Announcement dates of U. S. models

	1976	1977	1978	1979	1980
AMERICAN MOTORS					
AMX		Sept. 19, 1977	Sept. 19, 1978	Oct. 11, 1979	
Eagle				Sept. 27, 1979	Sept. 25, 1980
Gremlin/Spirit	Oct. 11, 1976	Sept. 19, 1977	Sept. 19, 1978	Oct. 11, 1979	Sept. 25, 1980
Hornet/Concord	Oct. 11, 1976	Sept. 19, 1977	Sept. 19, 1978	Oct. 11, 1979	Sept. 25, 1980
Matador	Oct. 11, 1976	Sept. 19, 1977			
Pacer	Oct. 11, 1976	Sept. 19, 1977	Sept. 19, 1978	Oct. 11, 1979	
BUICK	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Century	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Regal		Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Riviera	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Skyhawk	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	
Skylark	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Apr. 19 1979	Sept. 25, 1980
CADILLAC	Sept. 23, 1976	Sept. 29, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Cimarron ('82 Model)					May 1981
Eldorado	Sept. 23, 1976	Sept. 29, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Seville	Sept. 23, 1976	Sept. 29, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
CHEVROLET	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Camaro	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Cavalier ('82 Model)					May 1981
Chevelle/Malibu	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Chevette	Sept. 30, 1976	Sept. 23, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Citation				Apr. 19, 1979	Sept. 25, 1980
Corvette	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 25, 1979	Sept. 25, 1980
Monte Carlo	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Monza	Sept. 30, 1976	Oct. 6, 1977	Sept. 15, 1978	Oct. 11, 1979	
Nova	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978		
Vega	Sept. 30, 1976				
CHRYSLER	Oct. 5, 1976	Oct. 7, 1977	Oct. 5, 1978	Oct. 12, 1979	Oct. 13, 1980
Cordoba	Oct. 5, 1976	Oct. 7, 1977	Oct. 5, 1978	Oct. 12, 1979	Oct. 13, 1980
LeBaron	May 3, 1976	Oct. 7, 1977	Oct. 5, 1978	Oct. 12, 1979	Oct. 13, 1980
DODGE	Oct. 5, 1976	1977	Oct. 5, 1978	Oct. 19, 1979	Oct. 13, 1980
Aries					Oct. 2, 1980
Aspen	Oct. 5, 1976	Oct. 7, 1977	Oct. 5, 1978	Oct. 19, 1979	
Charger S.E.	Oct. 5, 1976	Oct. 7, 1977			
Monaco	Oct. 5, 1976	Oct. 7, 1977			
Diplomat	May 3, 1976	Oct. 7, 1977	Oct. 5, 1978	Oct. 19, 1979	Oct. 13, 1980
Magnum		Oct. 7, 1977	Oct. 5, 1978		
Mirada				Oct. 19, 1979	Oct. 13, 1980
Omni		Jan. 16, 1977	Oct. 5, 1978	Oct. 19, 1979	Oct. 13, 1980
024			Oct. 5, 1978	Oct. 19, 1979	Oct. 13, 1980
FORD	Oct. 1, 1976	Oct. 7, 1977	Oct. 6, 1978	Oct. 12, 1979	Oct. 3, 1980
Escort					Oct. 3, 1980
EXP ('82 Model)					Apr. 9, 1981
Fairmont		Oct. 7, 1977	Oct. 6, 1978	Oct. 12, 1979	Oct. 3, 1980
Granada	Oct. 1, 1976	Oct. 7, 1977	Oct. 6, 1978	Oct. 12, 1979	Oct. 3, 1980
Maverick	Oct. 1, 1976				
Mustang	Oct. 1, 1976	Oct. 7, 1977	Oct. 6, 1978	Oct. 12, 1979	Oct. 3, 1980
Pinto	Oct. 1, 1976	Oct. 7, 1977	Oct. 6, 1978	Oct. 12, 1979	
Thunderbird	Oct. 1, 1976	Oct. 7, 1977	Oct. 6, 1978	Oct. 12, 1979	Oct. 3, 1980
LTD II	Oct. 1, 1976	Oct. 7, 1977	Oct. 6, 1978		
IMPERIAL					Oct. 2, 1980
LINCOLN	Oct. 1, 1976	Oct. 7, 1977	Oct. 6, 1978	Oct. 12, 1979	Oct. 3, 1980
Mark V/VI	Oct. 1, 1976	Oct. 7, 1977	Oct. 6, 1978	Oct. 12, 1979	Oct. 3, 1980
Versailles	Apr. 15, 1976	Oct. 7, 1977	Aug. 18, 1978	Oct. 12, 1979	
MERCURY	Oct. 1, 1976	Oct. 7, 1977	Oct. 6, 1978	Oct. 12, 1979	Oct. 3, 1980
Bobcat	Oct. 1, 1976	Oct. 7, 1977	Oct. 6, 1978	Oct. 12, 1979	
Capri			Oct. 6, 1978	Oct. 12, 1979	Oct. 3, 1980
Comet	Oct. 1, 1976				
Cougar XR-7	Oct. 1, 1976	Oct. 7, 1977	Oct. 6, 1978	Oct. 12, 1979	Oct. 3, 1980
Lynx					Oct. 3, 1980
LN 7 ('82 Model)					Apr. 9, 1981
Monarch/Cougar	Oct. 1, 1976	Oct. 7, 1977	Oct. 6, 1978	Oct. 12, 1979	Oct. 3, 1980
Zephyr		Oct. 7, 1977	Oct. 6, 1978	Oct. 12, 1979	Oct. 3, 1980
OLDSMOBILE	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Cutlass	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Omega	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Apr. 19, 1979	Sept. 25, 1980
Starfire	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	
Toronado	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
PLYMOUTH	Oct. 5, 1976			Oct. 12, 1979	Oct. 13, 1980
Horizon		Jan. 16, 1977	Oct. 5, 1978	Oct. 12, 1979	Oct. 13, 1980
Fury	Oct. 5, 1976	Oct. 7, 1977			
Reliant					Oct. 2, 1980
TC 3			Oct. 5, 1978	Oct. 19, 1979	Oct. 13, 1980
Volare	Oct. 5, 1976	Oct. 7, 1977	Oct. 5, 1978	Oct. 12, 1979	
PONTIAC	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Astre	Sept. 30, 1976				
Firebird	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Grand Prix	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
J2000 ('82 Model)					May, 1981
LeMans	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Sunbird	Sept. 30, 1976	Oct. 6, 1977	Sept. 15, 1978	Oct. 11, 1979	
T1000					Apr. 9, 1980
Ventura/Phoenix	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Apr. 19, 1979	Sept. 25, 1980
VOLKSWAGEN			Oct. 17, 1978	Oct. 1, 1979	Oct. 20, 1980

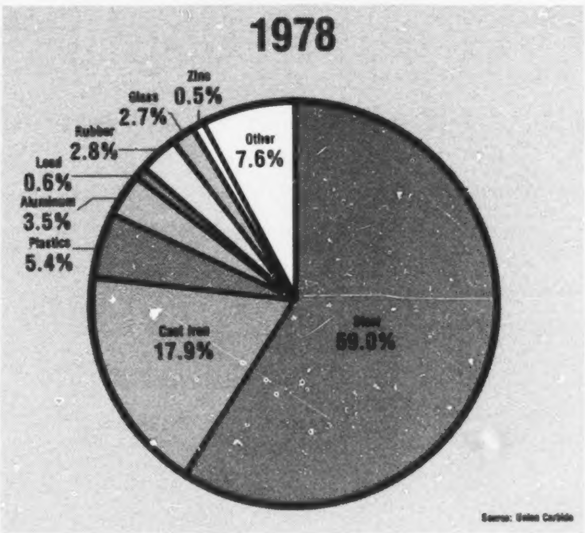
Product Data

MATERIALS IN AVERAGE CAR

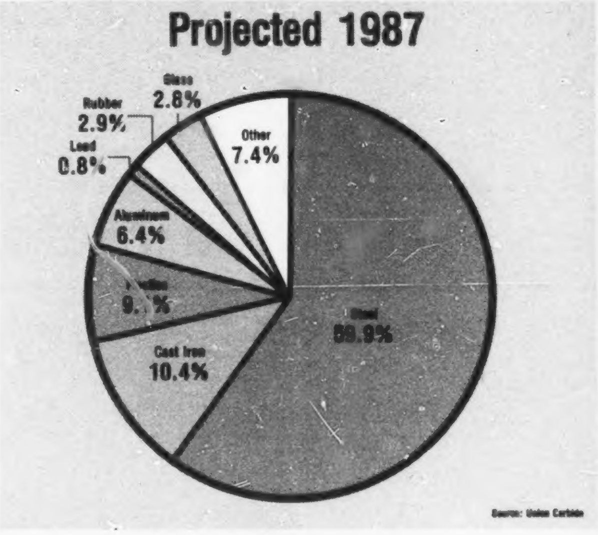
A projection by Union Carbide indicates that the amount of steel will stay about the same in the car of 1984 as it was in 1978. But plastic and aluminum will gain, mainly at the expense of cast iron.

Glass, rubber and lead are pretty well locked in and will change very little, according to Union Carbide.

Much of the expected growth in plastics is in increased use of urethane elastomers in fenders and body panels, which will more than offset a decreased use of foam for seating, because of smaller sizes of cars.



Source: Union Carbide



Source: Union Carbide

1981 MODELS BY MAKE

	4-door Models	2-door Models	4-door Wagons	2-door Wagons	1981 Totals	(Final 1980 Totals)
AMERICAN MOTORS	5	13	5	0	23	(22)
AMX	0	0	0	0	0	(1)
Concord	3	3	3	0	9	(9)
Eagle	2	2	2	0	6	(6)
Eagle SX/4, Kammback	0	4	0	0	4	(0)
Spirit	0	4	0	0	4	(6)
CHRYSLER CORP.	20	20	8	0	48	(42)
Chrysler (Std.)	2	0	0	0	2	(2)
Cordoba	0	2	0	0	2	(3)
LeBaron	3	3	2	0	8	(9)
Dodge (Std.)	1	0	0	0	1	(1)
Aries	3	3	2	0	8	(0)
Aspen	0	0	0	0	0	(5)
Diplomat	3	3	2	0	8	(9)
Mirada	0	1	0	0	1	(2)
Omni	2	0	0	0	2	(1)
024	0	2	0	0	2	(1)
Imperial	0	1	0	0	1	(0)
Plymouth (Std.)	1	0	0	0	1	(2)
Horizon	2	0	0	0	2	(1)
Reliant	3	3	2	0	8	(0)
TC3	0	2	0	0	2	(1)
Volare	0	0	0	0	0	(5)
FORD MOTOR CO.						
Ford (Std.)	3	2	3	0	8	(8)
Escort	0	5	5	0	10	(0)
EXP ('82 model)	0	1	0	0	1	(0)
Fairmont	2	2	2	0	6	(5)
Granada	3	3	0	0	6	(6)
Mustang	0	4	0	0	4	(4)
Pinto	0	0	0	0	0	(6)
Thunderbird	0	3	0	0	3	(3)
Lincoln (Std.)	1	1	0	0	2	(2)
Mark VI	1	1	0	0	2	(4)
Versailles	0	0	0	0	0	(1)
Mercury (Std.)	3	2	2	0	7	(8)
Bobcat	0	0	0	0	0	(3)
Capri	0	2	0	0	2	(2)
Cougar	1	1	0	0	2	(0)
Cougar XR-7	0	1	0	0	1	(1)
Lynx	0	2	1	0	3	(0)
LN7 ('82 model)	0	1	0	0	1	(0)
Monarch	0	0	0	0	0	(2)
Zephyr	1	2	1	0	4	(4)
GENERAL MOTORS						
Buick (Std.)	4	4	2	0	10	(11)
Century	2	0	2	0	4	(6)
Skylark	3	3	0	0	6	(6)
Regal	0	3	0	0	3	(3)
Riviera	0	2	0	0	2	(2)
Cadillac (Std.)	4	2	0	0	6	(6)
Eldorado	0	1	0	0	1	(1)
Cimarron ('82 model)	1	0	0	0	1	(0)
Seville	1	0	0	0	1	(1)
Chevrolet (Std.)	2	3	4	0	9	(9)
Camaro	0	3	0	0	3	(4)
Cavalier ('82 model)	2	4	2	0	8	(0)
Chevette	1	2	0	0	3	(3)
Citation	1	1	0	0	2	(4)
Corvette	0	1	0	0	1	(1)
Malibu	2	3	2	0	7	(7)
Monte Carlo	0	2	0	0	2	(2)
Monza	0	0	0	0	0	(3)
Oldsmobile (Std.)	5	4	1	0	10	(10)
Cutlass	3	0	2	0	5	(7)
Cutlass Supreme	0	3	0	0	3	(3)
Omega	2	2	0	0	4	(4)
Toronado	0	1	0	0	1	(1)
Pontiac	3	3	2	0	8	(8)
Firebird	0	4	0	0	4	(4)
Grand Prix	0	3	0	0	3	(3)
J2000 ('82 model)	2	4	1	0	7	(0)
LeMans	3	2	2	0	7	(7)
Phoenix	2	2	0	0	4	(4)
Sunbird	0	0	0	0	0	(4)
T-1000	1	1	0	0	2	(0)
VOLKSWAGEN						
Rabbit	2	4	0	0	6	(5)
1981 Totals	86	133	47	0	266	
1980 Totals	79	133	35	5		(252)

1981 MODELS BY MARKET CLASS

	4-door Models	2-door Models	4-door Wagons	2-door Wagons	1981 Totals	(Final 1980 Totals)
SUBCOMPACTS	12	36	9	0	57	(35)
AMX	0	0	0	0	0	(1)
Bobcat	0	0	0	0	0	(3)
Cavalier ('82 model)	2	4	2	0	8	(0)
Chevette	1	2	0	0	3	(3)
Eagle SX/4, Kammback	0	4	0	0	4	(0)
Escort	0	5	5	0	10	(0)
EXP ('82 model)	0	1	0	0	1	(0)
Horizon	2	0	0	0	2	(1)
J2000 ('82 model)	2	4	1	0	7	(0)
Lynx	0	2	1	0	3	(0)
LN7 ('82 model)	0	1	0	0	1	(0)
Monza	0	0	0	0	0	(3)
Omni	2	0	0	0	2	(1)
024	0	2	0	0	2	(1)
Pinto	0	0	0	0	0	(6)
Rabbit	2	4	0	0	6	(5)
Spirit	0	4	0	0	4	(6)
Sunbird	0	0	0	0	0	(4)
T-1000 ('82 model)	1	1	0	0	2	(0)
TC3	0	2	0	0	2	(1)
COMPACTS	22	36	12	0	70	(66)
Aries	3	3	2	0	8	(0)
Aspen	0	0	0	0	0	(5)
Camaro	0	3	0	0	3	(4)
Capri	0	2	0	0	2	(2)
Citation	1	1	0	0	2	(4)
Concord	3	3	3	0	9	(9)
Eagle	2	2	2	0	6	(6)
Fairmont	2	2	2	0	6	(5)
Firebird	0	4	0	0	4	(4)
Mustang	0	4	0	0	4	(4)
Omega	2	2	0	0	4	(4)
Phoenix	2	2	0	0	4	(4)
Reliant	3	3	2	0	8	(0)
Skylark	3	3	0	0	6	(6)
Volare	0	0	0	0	0	(5)
Zephyr	1	2	1	0	4	(4)
INTERMEDIATES	20	33	12	0	65	(73)
Century	2	0	2	0	4	(6)
Cordoba	0	2	0	0	2	(3)
Cougar	1	1	0	0	2	(0)
Cougar XR-7	0	1	0	0	1	(1)
Cutlass	3	0	2	0	5	(7)
Cutlass Supreme	0	3	0	0	3	(3)
Diplomat	3	3	2	0	8	(9)
Granada	3	3	0	0	6	(6)
Grand Prix	0	3	0	0	3	(3)
LeBaron	3	3	2	0	8	(9)
LeMans	3	2	2	0	7	(7)
Malibu	2	3	2	0	7	(7)
Mirada	0	1	0	0	1	(2)
Monarch	0	0	0	0	0	(2)
Monte Carlo	0	2	0	0	2	(2)
Regal	0	3	0	0	3	(3)
Thunderbird	0	3	0	0	3	(3)
STANDARD SIZE	24	18	14	0	56	(59)
Buick	4	4	2	0	10	(11)
Chevrolet	2	3	4	0	9	(9)
Chrysler	2	0	0	0	2	(2)
Dodge	1	0	0	0	1	(1)
Ford	3	2	3	0	8	(8)
Mercury	3	2	2	0	7	(8)
Oldsmobile	5	4	1	0	10	(10)
Plymouth	1	0	0	0	1	(2)
Pontiac	3	3	2	0	8	(8)
LUXURY	8	10	0	0	18	(19)
Cadillac	4	2	0	0	6	(6)
Cimarron ('82 model)	1	0	0	0	1	(0)
Corvette	0	1	0	0	1	(1)
Eldorado	0	1	0	0	1	(1)
Imperial	0	1	0	0	1	(0)
Lincoln	1	1	0	0	2	(2)
Mark VI	1	1	0	0	2	(4)
Riviera	0	2	0	0	2	(2)
Seville	1	0	0	0	1	(1)
Toronado	0	1	0	0	1	(1)
Versailles	0	0	0	0	0	(1)
1981 Totals	86	133	47	0	266	
1980 Totals (End of model year)	79	133	35	5		(252)

specifications, U.S. makes

Make and Model	Dimensions									Engine							Capacities			Miscellaneous		
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat headroom (in.)	Front-seat legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net HP at RPM	Net torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase W/filter (qts.)	Axle Ratio (standard)	Tire Size	Curb-to-Curb Turning Circle (dia. in ft.)
AMERICAN MOTORS—Spirit Sedan 4	96	167	72	51.6	2621	38.1	40.8	58.1	57	L4	4 x 3	2.5/151	2V	8.3	NA	NA	21	6.5	4	3.08	P18575R14	31.5
Spirit Liftback 6	96	167.2	71.9	51.5	2754	38.1	40.8	58.1	57	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	21	11	5	2.37	P18575R14	31.5
Concord Sedan 4	108	185	71	51.3	2822	38.1	40.8	57.6	57.6	L4	4 x 3	2.5/151	2V	8.3	NA	NA	22	6.5	4	3.08	P19575R14	34.9
Concord Wagon 6	108	185	71	51.6	2948	38.1	40.8	57.6	57	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	22	11	5	2.37	P19575R14	34.9
Eagle Sedan 4	109.3	184	71	55.1	3272	38.1	40.8	59.6	57.6	L4	4 x 3	2.5/151	2V	8.3	NA	NA	22	14	4	3.54	P19575R15	35.5
Eagle Wagon 6	109.3	184	71	55	3401	38.1	40.8	59.6	57.6	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	22	14	5	2.73	P19575R15	35.5
Eagle SX-4 4	97.2	164.6	73	55	3060	38.1	40.8	59.6	57.6	L4	4 x 3	2.5/151	2V	8.3	NA	NA	21	6.5	4	3.54	P19575R14	32.6
Eagle Kammback 6	97.2	164.4	73	54.7	3132	38.1	40.8	59.6	57.6	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	21	14	5	2.73	P19575R14	32.6
BUICK—Skylark 2-dr. 4	104.9	181.1	69.1	53.5	2491	38.2	42.2	58.7	56.9	L4	4 x 3	2.5/151	2V	8.2	90 @ 4000	134 @ 2400	14	8.3	4	3.32	P18580R13	38.3
Skylark 4-dr. V-6	104.9	181.1	68.9	53.5	2541	38.2	42.2	58.7	56.9	V-6	3.5 x 3	2.8/173	2V	8.5	115 @ 4800	145 @ 2400	14	10.2	5	3.32	P18580R13	38.3
Regal V-6	108.1	200.6	71.6	54.1	3281	37.9	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	13.1	5	2.41	P19575R14	38.6
Regal V-8	108.1	200.6	71.6	54.1	3281	37.9	42.8	58.5	57.8	V-8	3.75 x 3	4.3/265	2V	8.0	119 @ 4000	204 @ 2000	25	20.2	5	2.29	P19575R14	38.6
Century Sedan V-6	108.1	196	71.5	55.5	3236	38.7	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	13.1	5	3.08	P18575R14	38.6
Century Wagon V-8	108.1	200.6	71.2	55.5	3377	38.5	42.8	58.5	57.8	V-8	3.75 x 3	4.3/265	2V	8.0	119 @ 4000	204 @ 2000	18.1	20.2	5	2.41	P19575R14	38.9
Riviera V-6	114	206.6	71.5	54.3	3673	37.9	42.8	59.3	60	V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	21	13	5	2.93	P20575R15	39.8
LeSabre 2-dr. V-6	115.9	218.4	75.9	55	3630	38.8	42.2	61.8	60.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	25	13	5	2.73	P20585R15	40.3
LeSabre 4-dr. V-8	115.9	218.4	75.9	55	3646	39.5	42.2	61.8	60.7	V-8	3.8 x 3.39	5.0/307	4V	8.0	150 @ 3600	245 @ 1600	25	15.6	5	2.41	P20575R15	40.3
Electra 2-dr. V-6	118.9	221.3	75.9	54.6	3790	38.5	42.2	61.8	60.7	V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	25	13	5	2.93	P21575R15	40.3
Electra 4-dr. V-8	118.9	221.3	75.9	55.6	3856	39.5	42.2	61.8	60.7	V-8	3.8 x 3.39	5.0/307	4V	8.0	150 @ 3600	245 @ 1600	25	15.6	5	2.73	P21575R15	40.3
Electra Wagon V-8	115.9	220.5	75.9	57.1	4290	39.6	42.2	62.2	64	V-8	3.8 x 3.39	5.0/307	4V	8.2	150 @ 3600	245 @ 1600	25	15.6	5	2.73	P22575R15	40.5
OPTIONAL ENGINES: Riviera (turbo)										V-6	3.8 x 3.34	3.8/231	4V	8.0	180 @ 4000	270 @ 4000						
Regal (turbo)										V-6	3.8 x 3.4	3.8/231	4V	8.0	170 @ 4000	275 @ 2400						
LeSabre										V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000						
Century Wagon										V-8	4 x 3	4.9/301	4V	8.2	140 @ 4000	240 @ 1800						
Riviera										V-8	3.8 x 3.39	5.0/307	4V	8.0	150 @ 3600	245 @ 1600						
LeSabre, Electra, Riviera (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	205 @ 1600						
CADILLAC—Cimarron	101.2	173	65	53.3	2594	38.1	42.2	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	102 @ 2800	14	8.3	5	3.65	P19570R13	N.A.
Seville (diesel)	114	204.8	70.9	54.3	4167	38.1	42.8	59.3	60.6	V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	200 @ 1600	22.8	23.7	7.5	2.41	P20575R15	38.4
Eldorado	114	204.5	70.6	54.3	3930	37.9	42.8	59.3	60.6	*	3.8 x 4.06	6.0/368	F.I.	8.2	140 @ 3800	265 @ 1400	20.3	21.4	5	2.41	P20575R15	38.4
Coupe deVille	121.4	221	75.4	54.6	4151	38.1	42	61.7	60.7	*	3.8 x 4.06	6.0/368	F.I.	8.2	140 @ 3800	265 @ 1400	24.6	21.4	5	2.41	P21575R15	40.5
Fleetwood Sedan	121.4	221	75.3	56.7	4250	39	42	61.7	60.7	*	3.8 x 4.06	6.0/368	F.I.	8.2	150 @ 3800	265 @ 1600	24.6	21.4	5	2.41	P21575R15	40.5
OPTIONAL ENGINES: Seville										*	3.8 x 4.06	6.0/368	F.I.	8.2	140 @ 3800	265 @ 1400						
Eldorado, deVille, Fleetwood (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	200 @ 1600						
Seville, Eldorado, deVille, Fleetwood										V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 3800	210 @ 2000						
*—V-8-6-4 Modulated Displacement engine																						
CHEVROLET—Chevette 2-dr.	94.3	161.9	61.8	52.9	2058	38.1	41.6	51.2	51.2	L4	3.23 x 2.98	1.6/98	2V	8.6	70 @ 5200	82 @ 2400	12.5	9.2	5	3.70	P15580R13	30.2
Chevette 4-dr.	97.3	164.9	61.8	52.9	2003	38.3	41.6	51.2	51.2	L4	3.23 x 2.98	1.6/98	2V	8.6	70 @ 5200	82 @ 2400	12.5	9.2	5	3.70	P15580R13	30.8
Cavalier Coupe	101.2	170.4	66	51.3	2374	37.8	42	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	102 @ 2800	14	9	5	3.32	P17580R13	35.3
Cavalier Sedan	101.2	172.4	66.3	53.3	2421	38.6	42.2	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	102 @ 2800	14	9	5	3.32	P17580R13	35.3
Cavalier Hatchback	101.2	173.5	66	51.3	2441	37.2	42	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	102 @ 2800	14	9	5	3.32	P17580R13	35.3
Cavalier Wagon	101.2	173	66.3	53.3	2487	38.3	42.1	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	102 @ 2800	14	9	5	3.65	P17580R13	35.3
Citation 2-dr. 4	104.9	176.7	68.3	53.5	2480	38.1	42.2	58.7	57	L4	4 x 3	2.5/151	2V	8.2	84 @ 4000	125 @ 2400	14	8.7	4	3.32	P18580R13	36.1
Citation 4-dr. V-6	104.9	176.7	68.3	53.5	2563	38.1	42.2	58.7	57	V-6	3.5 x 2.99	2.8/173	2V	8.5	110 @ 4800	145 @ 2400	14	10.7	5	3.32	P18580R13	36.1
Camaro V-6	108	197.6	74.5	50.1	3330	36.9	43.9	61.3	60	V-6	3.74 x 3.48	3.8/229	2V	8.6	110 @ 4200	170 @ 2000	21	15.1	5	2.73	P20575R14	38.5
Camaro V-8	108	197.6	74.5	50.1	3499	36.9	43.9	61.3	60	V-8	3.5 x 3.48	4.4/267	2V	8.3	115 @ 4000	200 @ 2400	21	17.4	5	2.56	P20575R14	38.5
Malibu 2-dr. V-6	108.1	192.7	72.3	55.7	3122	37.9	42.8	58.5	57.8	V-6	3.74 x 3.48	3.8/229	2V	8.6	110 @ 4200	170 @ 2000	18.1	15.2	5	2.73	P18575R14	37.1
Malibu 4-dr. V-8	108.1	192.7	72.3	55.7	3263	38.7	42.8	58.5	57.8	V-8	3.5 x 3.48	4.4/267	2V	8.3	115 @ 4000	200 @ 2400	18.1	18.9	5	2.29	P18575R14	37.1
Malibu Wagon V-8	108.1	193.4	71.9	55.8	3388	38.8	42.8	58.5	57.8	V-8	3.74 x 3.48	5.0/305	4V	8.6	150 @ 3800	240 @ 2400	18.2	16.6	5	2.41	P19575R14	40
Monte Carlo V-6	108.1	200.4	71.8	54.3	3201	37.6	42.8	58.5	57.8	V-6	3.74 x 3.48	3.8/229	2V	8.6	110 @ 4200	170 @ 2000	18.1	15.2	5	2.41	P19575R14	37.1
Monte Carlo V-8	108.1	200.4	71.8	54.3	3317	37.6	42.8	58.5	57.8	V-8	3.5 x 3.48	4.4/267	2V	8.3	115 @ 4000	200 @ 2400	18.1	18.9	5	2.29	P19575R14	37.1
Chevrolet 2-dr. V-6	116	212.1	75.3	56.4	3459	38.8	42.2	61.8	60.8	V-6	3.74 x 3.48	3.8/229	2V	8.6	110 @ 4200	170 @ 2000	25	14.2	5	2.73	P20575R15	38.7
Chevrolet 4-dr. V-8	116	212.1	75.3	56.4	3620	39.5	42.2	61.8	60.8	V-8	3.5 x 3.48	4.4/267	2V	8.3	115 @ 4000	200 @ 2400	25	17	5	2.41	P20575R15	38.7
Chevrolet Wagon V-8	116	215.1	79.3	58.1	4124	39.6	42.2	62.2	64.1	V-8	3.74 x 3.48	5.0/305	4V	8.6	150 @ 3800	240 @ 2400	22	15.5	5	3.08	P22575R15	39.7
Corvette	98	185.3	69	48.1	3307	36.2	42.1	58.7	59.5	V-8	4 x 3.48	5.7/350	4V	8.2	190 @ 4200	280 @ 1600	24	21.6	5	2.72	P22570R15	40.4
OPTIONAL ENGINES: Citation*										V-6	3.5 x 2.99	2.8/173	2V	8.9	135 @ 5400	145 @ 2400						
Monte Carlo (turbo)										V-6	3.8 x 3.4	3.8/231	4V	8.0	170 @ 4000	275 @ 2400						
Camaro										V-8	3.74 x 3.48	5.0/305	4V	8.6	150 @ 3800	240 @ 2400						
Camaro Z-28										V-8	3.74 x 3.48	5.0/305	4V	8.6	165 @ 4000	245 @ 2400						
Camaro Z-28										V-8	4 x 3.48	5.7/350	4V	8.2	175 @ 4000	275 @ 2400						
Chevrolet (diesel)										V-8	4 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	200 @ 1600						
*—High-output engine																						
CHRYSLER—LeBaron 2-dr. 6	108.7	201.7	74.2	53.3	3291	37.6	42.3	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	85 @ 3600	165 @ 1600	18	11.5	5	2.76	P19575R15	39.5
LeBaron 4-dr. V-8	112.7	205.7	74.2	55.3	3582	39.3	42.5	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.5	130 @ 4000	230 @ 2000	18	15	5	2.26	P19575R15	40.7
LeBaron Wagon V-8	112.7	206	74.2	55.5	3682	39.2	42.5	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.5	130 @ 4000	230 @ 2000	18	15	5	2.45	P19575R15	40.7
Cordoba 6	112.7	210.1	72.7	53.3	3397	37.4	43.3	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	85 @ 3600	165 @ 1600	18	11.5	5	2.76	P19575R15	40.7
Newport 6	118.5	220.2	77.6	54.5	3625	38.2	42.3	61.9	62	L6	3.4 x 4.12	3.7/225	1V	8.4	85 @ 3600	165 @ 1600	21	11.5	5	2.94	P19575R15	42.4
New Yorker V-8	118.5	221.5	77.6	54.5	3911	38.6	42.3	61.8	62	V-8	3.91 x 3.31	5.2/318	2V	8.5	130 @ 4000	230 @ 2000	21	15	5	2.24	P20575R15	42.4
Imperial	112.7	213.3	72.7	53.2	3961	37.5	43.4	60	59.5	V-8	3.91 x 3.31	5.2/318	F.I.	8.5	140 @ 4000	240 @ 2000	18	15.5	5	2.24	P20575R15	40.7
OPTIONAL ENGINES: Cordoba, Newport										V-8	3.91 x 3.31	5.2/318	2V	8.5	130 @ 4000	230 @ 2000						
Newport, New Yorker										V-8	3.91 x 3.31	5.2/318	4V	8.5	165 @ 4000	240 @ 2000						
DODGE—Omni 2-dr. 1.7 liter	96.6	174	66.7	51.2	2197	37.2	42.4	56.1	55.6	L4	3.13 x 3.4	1.7/105	2V	8.2	63 @ 5200	83 @ 2400	13	6	5	3.37	P17575R13	34.2
Omni 4 dr. 2.2 liter	99.7	164.8	65.8	53.5	2170	38.3	42	56.1	55.6	L4	3.44 x 3.62	2.2/135	2V	8.5	84 @ 4800	111 @ 2800	13	8.7	5	2.69	P15580R13	34.9
Aries 4-dr. 2.2 liter	99.6	176	68.6	52.6	2338	38.5	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	2V	8.5	84 @ 4800	111 @ 2800	13	8.7	5	2.69	P17575R13	34.3
Aries Wagon 2.6 liter	99.6	176.2	68.6	52.4	2504	38.6	42.2	57.6	57	L4	3.59 x 3.86	2.6/156	2V	8.2	92 @ 4500	131 @ 2500	13	8.7	4.7	2.78	P17575R13	34.3
Diplomat 2-dr. 6	108.7	201.7	74.2	53.3	3303	37.6	42.3	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	85 @ 3600	165 @ 1600	18	11.5	5	2.76	P19575R15	39.5
Diplomat 4-dr. V-8	112.7	205.7	74.2	55.3	3520	39.3	42.5	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.5	130 @ 4000	230 @ 2000	18	15	5	2.26	P19575R15	40.7
Diplomat Wagon V-8	112.7	206	74.2	55.5	3682	39.2	42.5	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.5	130 @ 4000	230 @ 2000	18	15	5	2.45	P19575R15	40.7
Mirada 6	112.7	209.5	72.7	53.3	3377	37.5	43.7	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	85 @ 3600	165 @ 1600	18	11.5	5	2.76	P19575R15	40.7
St. Regis 6	118.5	220.2	77.6	54.5	3644	38.2	42.3	61.9	62	L6	3.4 x 4.12	3.7/225	1V	8.4	85 @ 3600	165 @ 1600	21	11.5	5	2.94	P19575R15	42.4
OPTIONAL ENGINES: Mirada, St. Regis										V-8	3.91 x 3.31	5.2/318	2V	8.5	130 @ 4000	230 @ 2000						
St. Regis										V-8	3.91 x 3.31	5.2/318	4V	8.5	165 @ 4000	240 @ 2000						
FORD—EXP	94.2	170.3	63	50.5	2092	37	41.9	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	8.8	70 @ 5200	88 @ 3000	11.3	8	4	3.59	P16580R13	35.1

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specifications, U.S. makes

Make and Model	Dimensions									Engine							Capacities			Miscellaneous		
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat headroom (in.)	Front-seat legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net HP at RPM	Net torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase W/filter (qts.)	Axle Ratio (standard)	Tire Size	Curb-to-Curb Turning Circle (dia. in ft.)
Escort Sedan	94.2	163.9	65.9	53.3	1987	38	41.5	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	8.8	65 @ 5200	85 @ 3000	10	6.5	4	3.59	P15580R13	35.1
Escort Liftgate	94.2	165	65.9	53.3	2112	38	41.5	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	8.8	65 @ 5200	85 @ 3000	10	6.5	4	3.59	P15580R13	35.1
Mustang 2-dr. 4	100.4	179.1	69.1	51.4	2588	37.2	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	88 @ 4600	119 @ 2600	12.5	10.2	5	3.08	P18580R13	36.6
Mustang 3-dr. 6	100.4	179.1	69.1	51.4	2641	37.2	41.7	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	94 @ 4000	158 @ 1400	12.5	9	5	3.08	P18580R13	36.6
Fairmont 4-dr. 4	105.5	195.5	71	52.9	2724	38.3	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	88 @ 4600	118 @ 2600	14	10.2	5	3.08	P17575R14	39
Fairmont Futura 6	105.5	197.4	71	51.7	2776	37.1	41.7	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	94 @ 4000	158 @ 1400	16	8.4	5	2.73	P17575R14	39
Fairmont Wagon V-8	105.5	195.5	71	54.2	2935	39	41.7	56.6	57	V-8	3.68 x 3	4.2/255	2V	8.2	115 @ 3400	195 @ 2200	16	14.8	5	2.26	P17575R14	39
Granada 2-dr. 4	105.5	196.5	71	52.9	280[illegible]	38.4	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	88 @ 4600	118 @ 2600	14	10.2	5	3.08	P17575R14	39
Granada 4-dr. 6	105.5	196.5	71	52.9	29[illegible]	38.4	41.7	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	88 @ 3800	154 @ 1400	16	9	5	2.73	P17575R14	39
Thunderbird 6	108.4	200.4	74.1	53	3167	37.1	41.6	58.1	57	L6	3.68 x 3.13	3.3/200	1V	8.6	88 @ 3800	154 @ 1400	18	8.4	5	2.73	P18575R14	40.1
Ford 4-dr. V-8	114.3	209.3	77.5	54.7	3602	37.9	42.1	62.2	62	V-8	3.68 x 3	4.2/255	VV	8.2	120 @ 3400	205 @ 2600	20	14.8	5	3.08	P20575R14	39.2
Ford Wagon V-8	114.3	215	79.3	57.4	3883	38.8	42.1	62.2	62	V-8	4 x 3	5.0/302	VV	8.4	130 @ 3400	235 @ 1800	20	13.3	5	3.08	P2157514	39.2
OPTIONAL ENGINES: Mustang (turbo)										L4	3.78 x 3.13	2.3/140	2V	9.0	NA	NA						
Mustang, Granada, Thunderbird										V-8	3.69 x 3	4.2/255	2V	8.2	115 @ 3400	195 @ 2200						
Thunderbird										V-8	4 x 3	5.0/302	2V	8.4	130 @ 3400	235 @ 1600						
Ford										V-8	4 x 3.5	5.8/351	VV	8.3	145 @ 3200	270 @ 1800						
Ford (High-output engine)										V-8	4 x 3.5	5.8/351	VV	8.3	165 @ 3600	285 @ 2200						
LINCOLN—Mark VI 2-dr.	114.3	216	78.1	55.4	4051	37.8	43.5	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	130 @ 3400	230 @ 2200	18	13.3	5	3.08	P20575R15	40
Mark VI 4-dr.	117.3	219.1	78.1	56.1	4142	38.9	43.5	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	130 @ 3400	230 @ 2200	18	13.3	5	3.08	P20575R15	40
Lincoln 4-dr.	117.3	219	78.1	56.1	4104	38.9	43.5	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	130 @ 3400	230 @ 2200	18	13.3	5	3.08	P20575R15	40
MERCURY LN7	94.2	170.3	63	50.3	2100	37	41.9	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	8.8	70 @ 5200	88 @ 3000	11.3	8	4	3.59	P16580R13	35.1
Lynx Sedan	94.2	163.9	65.9	53.3	2021	38	41.5	54.7	56	L6	3.15 x 3.13	1.6/97.6	2V	8.8	65 @ 5200	85 @ 3000	10	6.5	4	3.59	P15580R13	35.1
Lynx Liftgate	94.2	165	65.9	53.3	2122	38	41.5	54.7	56	L6	3.15 x 3.13	1.6/97.6	2V	8.8	65 @ 5200	85 @ 3000	10	6.5	4	3.59	P15580R13	35.1
Capri 4	100.4	179.1	69.1	51.4	2624	37.2	40.9	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	88 @ 4600	119 @ 2600	12.5	10.2	5	3.08	P18580R13	36.6
Capri 6	100.4	179.1	69.1	51.4	2643	37.2	40.9	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	94 @ 4000	158 @ 1400	12.5	9.0	5	3.08	P18580R13	36.6
Zephyr 4-dr. 4	105.5	195.5	71	52.9	2729	38.3	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	88 @ 4600	118 @ 2600	14	10.2	5	3.08	P17575R14	39
Zephyr Z-7 6	105.5	197.4	71	51.7	2778	37.1	41.7	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	94 @ 4000	158 @ 1400	16	8.4	5	2.73	P17575R14	39
Zephyr Wagon V-8	105.5	195.5	71	54.2	2942	39	41.7	56.6	57	V-8	3.68 x 3	4.2/255	2V	8.2	115 @ 3400	195 @ 2200	16	14.8	5	2.26	P17575R14	39
Cougar 2-dr. 4	105.5	196.5	71	53	2804	38.4	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.9	88 @ 4600	118 @ 2600	16	10.2	5	3.08	P17575R14	39
Cougar 4-dr. 6	105.5	196.5	71	53	2936	38.4	41.7	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	88 @ 3800	154 @ 1400	16	8.4	5	2.73	P17575R14	39
Cougar XR-7 6	108.4	200.4	74.1	53	3144	37.1	41.6	58.1	57	L6	3.68 x 3.13	3.3/200	1V	8.6	88 @ 3800	154 @ 1400	18	8.4	5	2.73	P18575R14	40.1
Mercury 4-dr. V-8	114.3	212.3	77.5	54.7	3699	37.9	42.1	66.2	62	V-8	3.68 x 3	4.2/255	VV	8.2	120 @ 3400	205 @ 2600	20	14.8	5	3.08	P20575R14	39.2
Mercury Wagon V-8	114.3	218	79.3	57.4	3917	38.8	42.1	62.2	62	V-8	4 x 3	5.0/302	VV	8.4	130 @ 3400	235 @ 1800	20	13.3	5	3.08	P2157514	39.2
OPTIONAL ENGINES: Capri (turbo)										L4	3.78 x 3.13	2.3/140	2V	9.0	NA	NA						
Capri, Cougar, XR-7										V-8	3.68 x 3	4.2/255	2V	8.2	115 @ 3400	195 @ 2200						
Cougar XR-7										V-8	4 x 3	5.0/302	2V	8.4	130 @ 3400	235 @ 1600						
Mercury										V-8	4 x 3.5	5.8/351	VV	8.3	145 @ 3200	270 @ 1800						
Mercury (High-output engine)										V-8	4 x 3.5	5.8/351	VV	8.3	165 @ 3600	285 @ 2200						
OLDSMOBILE—Omega 2-dr. 4	104.9	181.8	69.8	53.7	2471	38.2	42.2	58.7	57	L4	4 x 3	2.5/151	2V	8.2	90 @ 4000	134 @ 2400	14	8.4	4	3.32	P18580R13	38.3
Omega 4-dr. V-6	104.9	181.8	69.8	53.7	2551	38.2	42.2	58.7	57	V-6	3.5 x 3	2.8/173	2V	8.5	110 @ 4800	145 @ 2400	14	10.7	5	3.32	P18580R13	38.3
Cutlass 2-dr. V-6	108.1	200	71.6	54.9	3285	37.9	42.8	58.5	57.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	13	5	2.41	P18575R14	38.2
Cutlass 4-dr. V-8	108.1	199.1	71.9	55.9	3218	38.7	42.8	58.5	57.7	V-8	3.5 x 3.39	4.3/260	2V	7.5	100 @ 3600	190 @ 1600	18.1	15.9	5	2.29	P18575R14	37.3
Cutlass Wagon V-8	108.1	198.2	71.8	56.2	3400	38.8	42.8	58.5	57.7	V-8	3.8 x 3.39	5.0/307	4V	8.0	140 @ 3600	240 @ 1600	18.2	14.9	5	2.29	P19575R14	37.4
Toronado V-6	114	206	71.4	54.6	3677	37.9	42.8	59.3	60	V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	21	13.1	5	2.93	P20575R15	40.4
Toronado V-8	114	206	71.4	54.6	3806	37.9	42.8	59.3	60	V-8	3.8 x 3.39	5.0/307	4V	8.0	140 @ 3600	240 @ 1600	21	16.4	5	2.41	P20575R15	40.4
Delta 88 Sedan V-6	116	218.1	76.3	56.7	3563	39.5	42.2	61.7	60.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	25	13	5	2.73	P20575R15	39.1
Ninety-Eight Sedan V-6	119	221.1	76.3	57.2	3803	39.5	42.2	61.7	60.7	V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	25	12.8	5	3.23	P21575R15	40
Custom Cruiser V-8	116	220.3	79.8	58.5	4061	39.6	42.2	62.1	64.1	V-8	3.8 x 3.39	5.0/307	4V	8.0	140 @ 3600	240 @ 1600	22	14.9	5	2.41	P22575R15	39.2
OPTIONAL ENGINES: Delta 88										V-8	3.5 x 3.39	4.3/260	2V	7.5	100 @ 3600	190 @ 1600						
Cutlass, Toronado, 88, Ninety-Eight, Custom Cruiser (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	200 @ 1600						
PLYMOUTH—Horizon 2-dr.	96.6	173.5	66.7	51.2	2197	37.2	42.4	56.1	55.6	L4	3.13 x 3.4	1.7/105	2V	8.2	63 @ 5200	83 @ 2400	13	6	5	3.37	P17575R13	34.2
Horizon 4-dr. 2.2 liter	99.7	164.8	65.8	53.5	2170	3[illegible]	42	56.1	55.6	L4	3.44 x 3.62	2.2/135	2V	8.5	84 @ 4800	111 @ 2800	13	8.7	5	2.69	P15580R13	34.9
Reliant 4-dr. 2.2 liter	99.6	17[illegible]	68.6	52.6	2338	38.5	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	2V	8.5	84 @ 4800	111 @ 2800	13	8.7	5	2.69	P17575R13	34.3
Reliant Wagon 2.6 liter	99.6	176.2	68.6	52.4	2504	38.6	42.2	57.6	57	L4	3.59 x 3.86	2.6/156	2V	8.2	92 @ 4500	131 @ 2500	13	8.7	4.7	2.78	P17575R13	34.3
Gran Fury 6	118.5	220.2	77.6	54.5	3595	38.2	42.3	61.9	62	L6	3.4 x 4.12	3.7/225	1V	8.4	85 @ 3600	165 @ 1600	21	11.5	5	2.94	P19575R15	42.4
OPTIONAL ENGINES: Gran Fury										V-8	3.91 x 3.31	5.2/318	2V	8.5	130 @ 4000	230 @ 2000						
Gran Fury										V-8	3.91 x 3.31	5.2/318	4V	8.5	165 @ 4000	240 @ 2000						
PONTIAC—T1000 4-dr.	97.3	164.9	61.8	52.9	2003	38.3	41.6	51.2	51.2	L4	3.23 x 2.98	1.6/98	2V	8.6	70 @ 5200	82 @ 2400	12.5	9.2	5	3.7	P1[illegible]580R13	30.8
J2000 Coupe	101.2	173.5	65	52.2	2362	37.8	42	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	102 @ 2800	14	15.3	5	3.32	P17580R13	34.5
J2000 Sedan	101.2	175.5	65	54	2415	38.6	42.2	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	102 @ 2800	14	15.3	5	3.32	P17580R13	34.5
J2000 Hatchback	101.2	173.5	65	53.9	2420	37.8	42	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	102 @ 2800	14	15.3	5	3.32	P17580R13	34.5
J2000 Wagon	101.2	175.8	65	51.9	2484	38.3	42.1	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	102 @ 2800	14	15.3	5	3.65	P17580R13	34.5
Phoenix Notchback 4	104.9	182.1	69.1	53.5	2518	38.2	42.2	58.7	57	L4	4 x 3	2.5/151	2V	8.2	84 @ 4000	125 @ 2400	14	8.5	4	2.69	P18580R13	38.3
Phoenix Hatchback V-6	104.9	179.3	69.6	53.4	2619	38.1	42.2	58.7	57	V-6	3.5 x 3	2.8/173	2V	8.5	110 @ 4800	145 @ 2400	14	10.2	5	2.69	P18580R13	38.3
Firebird V-6	108.2	198.1	73	50.3	3385	36.9	43.9	61.3	60	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	21	13.1	5	3.08	P20575R15	38.9
Firebird V-8	108.2	198.1	73	50.3	3460	36.9	43.9	61.3	60	V-8	3.75 x 3	4.3/265	2V	8.3	120 @ 4000	205 @ 2000	21	20.9	5	2.41	P20575R15	38.9
LeMans 2-dr. V-6	108.1	198.5	71.9	55	3112	37.9	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	13.1	5	3.08	P18575R14	38.2
LeMans 4-dr. V-8	108.1	198.5	71.9	55.8	3210	38.7	42.8	58.5	57.8	V-8	3.75 x 3	4.3/265	2V	8.3	120 @ 4000	205 @ 2000	18.1	20.9	5	2.29	P18575R14	37.3
LeMans Wagon V-8	108.1	197.8	71.9	56.1	3465	38.8	42.8	58.5	58	V-8	4 x 3	4.9/301	4V	8.1	135 @ 3600	235 @ 1600	18.2	20.9	5	2.29	P19575R14	37.4
Grand Prix V-6	108.1	201.8	72.1	54.7	3259	37.6	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	13.1	5	2.41	P19575R14	38.2
Grand Prix V-8	108.1	201.8	72.1	54.7	3380	37.6	42.8	58.5	57.8	V-8	3.75 x 3	4.3/265	2V	8.3	120 @ 4000	205 @ 2000	18.1	20.9	5	2.29	P19575R14	38.2
Pontiac 2-dr. V-6	116	214	76.4	56	2968	38.8	42.2	61.7	60.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	25	20.9	5	2.41	P20575R15	39.1
Pontiac 4-dr. V-8	116	214	76.4	56.7	3096	39.5	42.2	61.7	60.7	V-8	3.75 x 3	4.3/265	2V	8.3	120 @ 4000	205 @ 2000	25	13.1	5	2.73	P20575R15	39.1
Pontiac Wagon V-8	116	216.7	79.9	57.1	4038	39.6	42.2	62.1	64.1	V-8	3.8 x 3.39	5.0/307	4V	8.0	145 @ 3800	240 @ 2000	22	20.9	5	2.73	P22575R15	39.1
OPTIONAL ENGINES: Firebird										V-8	4 x 3	4.9/301	4V	8.1	150 @ 4000	245 @ 2000						
Firebird (turbo)										V-8	4 x 3	4.9/301	4V	7.5	200 @ 4000	340 @ 2000						
Firebird										V-8	3.74 x 3.48	5.0/305	4V	8.6	145 @ 3800	240 @ 2400						
Pontiac, LeMans, Grand Prix (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	205 @ 1600						
VOLKSWAGEN—Rabbit	94.5	155.3	63.4	55.5	1865	37.7	39	54.7	53.1	L4	3.13 x 3.4	1.7/105	F.I.	8.2	74 @ 3000	89.6 @ 3000	10.6	4.9	4.7	3.89	155 x 13	31.2
Pickup Truck	103.3	170	64.4	54.6	2046	37.7	39	53.3	54.1	L4	3.13 x 3.4	1.7/105	F.I.	8.2	78 @ 5500	88.2 @ 3100	15	4.9	4.7	3.89	P16575R13	35.1
OPTIONAL ENGINES: Rabbit, Pickup (diesels)										L4	3.01 x 3.4	1.6/97.1	F.I.	23	52 @ 4800	71.5 @ 3000						

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49-state figures only listed

EPA mileage ratings for 1981 models

TWO SEATERS

	Est. MPG	Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
Alfa Romeo Spider 2000 Veloce	19	120	M5	FI
Chevrolet Corvette	15	350	A3	4
Datsun 280-ZX	21	168	M5	FI
Datsun 280-ZX	21	168	A3	FI
Fiat Spider 2000	25	122	M5	FI
Fiat Spider 2000	22	122	A3	FI
Fiat X1/9	26	91	M5	FI
Mazda RX-7	20	70	M5	4
Porsche 911	17	183	M5	FI
Porsche 924	20	121	M5	FI
Porsche 924 Turbo	20	121	M5	FI
Porsche 924	21	121	A3	FI
MINICOMPACT CARS				
Honda Civic	35	91	M5	3
Honda Civic	29	91	A3	3
Honda Prelude	27	107	M5	3
Honda Prelude	24	107	A3	3
Porsche 928	16	273	M5	FI
Porsche 928	16	273	A3	FI
Toyota Starlet	39	79	M5	2
SUBCOMPACT CARS				
AMC Spirit	23	151	M4	2
AMC Spirit	20	151	A3	2
AMC Spirit	19	258	M4	2
AMC Spirit	20	258	A3	2
Audi 4000	28	105	M5	FI
Audi 4000	21	131	M5	FI
Audi 4000	20	131	A3	FI
BMW 320i	25	108	M5	FI
BMW 320i	27	108	A3	FI
BMW 528i	18	170	M5	FI
BMW 528i	18	170	A3	FI
BMW 633 CSi	16	196	M5	FI
BMW 633 CSi	16	196	A3	FI
Chevrolet Camaro	19	229	A3	2
Chevrolet Camaro	18	267	A3	2
Chevrolet Camaro	16	305	A3	4
Chevrolet Camaro	16	350	A3	4
Chevrolet Chevette	30	98	M4	2
Chevrolet Chevette	26	98	A3	2
Datsun 200-SX	28	119	M5	FI
Datsun 200-SX	26	119	A3	FI
Datsun 210	30	75	M4	2
Datsun 210	36	85	M5	2
Datsun 210	32	91	M4	2
Datsun 210	32	91	M5	2
Datsun 210	29	91	A3	2
Datsun 280-ZX 2+2	21	168	M5	FI
Datsun 280-SX 2+2	21	168	A3	FI
Datsun 310	32	91	M4	2
Datsun 310	28	91	M5	2
Datsun 510	29	119	M4	2
Datsun 510	30	119	M5	2
Datsun 510	27	119	A3	2
Datsun 810	23	146	M5	FI
Datsun 810	22	146	A3	FI
Dodge Challenger	20	156	M5	2
Dodge Challenger	21	156	A3	2
Dodge Colt	37	86	M4	2
Dodge Colt	33	86	M4x2	2
Dodge Colt	31	98	M4x2	2
Dodge Colt	28	98	A3	2
Dodge 024/De Tomaso	27	105	M4	2
Dodge 024/De Tomaso	25	105	A3	2
Dodge 024/De Tomaso	25	135	M4	2
Dodge 024/De Tomaso	24	135	A3	2
Fiat Brava	24	122	M5	FI
Fiat Brava	24	122	A3	FI
Ford Laser	35	91	M4	2
Ford Laser	35	91	M5	2
Ford Laser	30	91	A3	2
Ford Mustang	23	140	M4	2
Ford Mustang	22	140	A3	2
Ford Mustang	20	200	M4	1
Ford Mustang	20	200	A3	1
Ford Mustang	19	255	A3	2
Honda Accord	27	107	M5	3
Honda Accord	24	107	A3	3
Lancia Beta/Zagato	19	122	M5	FI
Lancia Beta/Zagato	20	122	A3	FI
Mercury Capri	23	140	M4	2
Mercury Capri	22	140	A3	2
Mercury Capri (Calif.)	20	200	M4	1
Mercury Capri (Calif.)	20	200	A3	1
Mercury Capri	19	255	A3	2
Mazda GLC	35	91	M4	2
Mazda GLC	35	91	M5	2
Mazda GLC	30	91	A3	2
Mazda 626	28	120	M5	2
Mazda 626	27	120	A3	2
Mitsubishi Dodge Challenger	20	156	M5	2
Mitsubishi Dodge Challenger	21	156	A3	2
Mitsubishi Dodge Colt	37	86	M4	2
Mitsubishi Dodge Colt	33	86	M4x2	2
Mitsubishi Dodge Colt	30	98	M4x2	2
Mitsubishi Dodge Colt	28	98	A3	2
Mitsubishi Ply Champ	37	86	M4	2
Mitsubishi Ply Champ	33	86	M4x2	2
Mitsubishi Ply Champ	30	98	M4x2	2
Mitsubishi Ply Champ	28	98	A3	2
Mitsubishi Plymouth Sapporo	20	156	M5	2
Mitsubishi Plymouth Sapporo	21	156	A3	2
Plymouth Champ	37	86	M4	2
Plymouth Champ	33	86	M4x2	2
Plymouth Champ	31	98	M4x2	2
Plymouth Champ	28	98	A3	2
Plymouth Sapporo	20	156	M5	2
Plymouth Sapporo	21	156	A3	2
Plym. TC3/Turismo	27	105	M4	2
Plym. TC3/Turismo	25	105	A3	2
Plym. TC3/Turismo	25	135	M4	2
Plym. TC3/Turismo	24	135	A3	2
Pontiac Firebird	19	231	A3	2
Pontiac Firebird	18	265	A3	2
Pontiac Firebird Turbo	15	301	A3	4
Renault 18i	26	100	M4	FI
Renault 18i	24	100	M5	FI
Renault 18i	24	100	A3	FI
Subaru	32	97	M4	2
Subaru	32	97	M5	2
Subaru	28	109	M4	2
Subaru	28	109	M5	2
Subaru	25	109	A3	2
Subaru 4WD	25	109	M4	2
Toyota Celica	25	144	M5	2
Toyota Celica	25	144	A4	2
Toyota Celica Supra	21	168	M5	FI
Toyota Celica Supra	22	168	A4	FI
Toyota Corolla	30	108	M4	2
Toyota Corolla	28	108	M5	2
Toyota Corolla	27	108	A3	2
Toyota Corolla Tercel	36	89	M4	2
Toyota Corolla Tercel	34	89	M5	2
Toyota Corolla Tercel	29	89	A3	2
Toyota Corona	25	144	M5	2
Toyota Corona	25	144	A4	2
Toyota Cressida	22	168	A4	FI
[illegible]	25	105	M5	FI
VW Jetta	25	105	A3	FI
VW Rabbit Diesel	42	97	M4	FI
VW Rabbit Diesel	38	97	M5	FI
VW Rabbit	28	105	M4	FI
VW Rabbit	25	105	M5	FI
VW Rabbit	25	105	A3	FI
VW Scirocco	25	105	M5	FI
VW Scirocco	25	105	A3	FI
COMPACT CARS				
AMC Concord	23	151	M4	2
AMC Concord	20	151	A3	2
AMC Concord	19	258	M4	2
AMC Concord	19	258	A3	2
Audi 5000	19	131	M5	FI
Audi 5000	19	131	A3	FI
BMW 733i	16	196	M5	FI
BMW 733i	16	196	A3	FI
Buick Skylark	22	151	M4	2
Buick Skylark	22	151	A3	2
Buick Skylark	21	173	M4	2
Buick Skylark	21	173	A3	2
Dodge Omni	28	105	M4	2
Dodge Omni	25	105	A3	2
Dodge Omni	25	135	M4	2
Dodge Omni	24	135	A3	2
Fiat Strada	28	91	M5	FI
Fiat Strada	26	91	A3	FI
Ford Escort (Calif.)	28	98	M4	2
Mercury Lynx (Calif.)	28	98	M4	2
Olds Omega	22	151	M4	2
Olds Omega	23	151	A3	2
Olds Omega	21	173	M4	2
Olds Omega	21	173	A3	2
Plymouth Horizon	28	105	M4	2
Plymouth Horizon	25	105	A3	2
Plymouth Horizon	25	135	M4	2
Plymouth Horizon	24	135	A3	2
MID-SIZE CARS				
Buick Century	17	231	M3	2
Buick Century	21	231	A3	2
Buick Century	19	265	A3	2
Buick Regal	21	231	A3	2
Buick Regal Turbo	19	231	A3	4
Buick Regal	18	265	A3	2
Buick Riviera Turbo	16	231	A3	4
Buick Riviera	17	252	A3	4
Buick Riviera	17	307	A3	4
Buick Riviera Diesel	20	350	A3	FI
Cadillac Eldorado	17	252	A3	4
Cadillac Eldo. Diesel	20	350	A3	FI
Cadillac Seville	17	252	A3	4
Cadillac Seville Dies.	20	350	A3	FI
Chevrolet Citation	22	151	M4	2
Chevrolet Citation	22	151	A3	2
Chevrolet Citation	21	173	M4	2
Chevrolet Citation	21	173	A3	2
Chevrolet Malibu	19	229	A3	2
Chevrolet Malibu	18	267	A3	2
Chev. Monte Carlo	19	229	A3	2
Chev. Monte Carlo Turbo	19	231	A3	4
Chev. Monte Carlo	18	267	A3	2
Chrysler Cordoba	18	225	A3	1
Chrysler Cordoba	17	318	A3	2
Chrysler LeBaron	18	225	A3	1
Chrysler LeBaron	17	318	A3	2
Chrysler LeBaron	16	318	A3	4
Dodge Aries	25	135	M4	2
Dodge Aries	24	135	A3	2
Dodge Aries	23	156	A3	2
Dodge Diplomat	18	225	A3	1
Dodge Diplomat	17	318	A3	2
Dodge Diplomat	16	318	A3	4
Dodge Mirada	18	225	A3	1
Dodge Mirada	17	318	A3	2
Ford Fairmont	23	140	M4	2
Ford Fairmont	22	140	A3	2
Ford Fairmont (Calif.)	20	200	A3	1
Ford Fairmont	18	255	A3	2
Ford Granada	23	140	M4	2
Ford Granada	22	140	A3	2
Ford Granada (Calif.)	19	200	A3	1
Ford Granada	18	255	A3	2
Ford T-Bird (Calif.)	18	200	A3	[illegible]
Ford T-Bird	18	255	A3	2
Ford T-Bird	16	302	A4	2
Imperial	16	318	A3	FI
Mercury Cougar	23	140	M4	2
Mercury Cougar	22	140	A3	2
Merc. Cougar (Calif.)	19	200	A3	1
Mercury Cougar	18	255	A3	2
Merc. XR-7 (Calif.)	18	200	A3	1
Mercury XR-7	18	255	A3	2
Mercury XR-7	16	302	A4	2
Mercury Zephyr	23	140	M4	2
Mercury Zephyr	22	140	A3	2
Merc. Zephyr (Calif.)	20	200	A3	1
Mercury Zephyr	18	255	A3	2
Olds Cutlass	17	231	M3	2
Olds Cutlass	21	231	A3	2
Olds Cutlass	19	260	A3	2
Olds Cutlass Diesel	23	350	A3	FI
Olds Cutlass Supreme/Calais	21	231	A3	2
Olds Cutlass Supreme/Calais	19	260	A3	2
Olds Cutlass Supreme/Calais Diesel	23	350	A3	FI
Olds Toronado	17	252	A3	4
Olds Toronado	17	307	A3	4
Olds Toronado Diesel	21	350	A3	FI
Plymouth Reliant	25	135	M4	2
Plymouth Reliant	24	135	A3	2
Plymouth Reliant	23	156	A3	2
Pontiac Grand Prix	21	231	A3	2
Pontiac Grand Prix	18	265	A3	2
Pontiac LeMans	17	231	M3	2
Pontiac Lemans	21	231	A3	2
Pontiac Lemans	19	265	A3	2
Pontiac Phoenix	22	151	M4	2
Pontiac Phoenix	22	151	A3	2
Pontiac Phoenix	21	173	M4	2
Pontiac Phoenix	21	173	A3	2
LARGE CARS				
Buick Electra	18	252	A4	4
Buick Electra	16	307	A4	4
Buick Electra Diesel	21	350	A3	FI
Buick LeSabre	19	231	A3	2
Buick LeSabre	18	252	A3	4
Buick LeSabre	18	252	A4	4
Buick LeSabre	16	307	A3	4
Buick LeSabre	17	307	A4	4
Buick LeSabre Diesel	22	350	A3	FI
Cadillac deVille/Brougham	18	252	A4	4
Cadillac deVille/Brougham Diesel	21	350	A3	FI
Chev. Impala/Caprice	19	229	A3	2
Chev. Impala/Caprice	18	267	A3	2
Chev. Impala/Caprice	17	305	A4	4
Chev. Impala/Caprice Diesel	22	350	A3	FI
Chrys. Newport/N.Y.	17	225	A3	1
Chrys. Newport/N.Y.	17	318	A3	2
Chrys. Newport/N.Y.	16	318	A3	4
Dodge St. Regis	17	225	A3	1
Dodge St. Regis	17	318	A3	2
Dodge St. Regis	16	318	A3	4
Ford LTD	16	302	A4	2
Mercury Marquis	16	302	A4	2
Olds Delta 88	19	231	A3	2
Olds Delta 88	17	260	A3	2
Olds Delta 88	16	307	A3	4
Olds Delta 88	17	307	A4	4
Olds Delta 88 Diesel	23	350	A3	FI
Olds Ninety-Eight	18	252	A4	4
Olds Ninety-Eight	17	307	A4	4
Olds Ninety-Eight Diesel	21	350	A3	FI
Plymouth Gran Fury	17	225	A3	1
Plymouth Gran Fury	17	318	A3	2
Plymouth Gran Fury	16	318	A3	4
Pont. Cat./Bonneville	19	231	A3	2
Pont. Cat./Bonneville	18	265	A3	2
Pont. Cat./Bonneville	17	307	A4	4
Pont. Cat./Bonneville Diesel	21	350	A3	FI
SMALL STATION WAGONS				
AMC Concord	23	151	M4	2
AMC Concord	20	151	A3	2
AMC Concord	19	258	M4	2
AMC Concord	19	258	A3	2
Datsun 210	32	91	M4	2
Datsun 210	32	91	M5	2
Datsun 210	29	91	A3	2
Datsun 510	29	119	M4	2
Datsun 510	26	119	A3	2
Datsun 810	23	146	M5	FI
Datsun 810	22	146	A3	FI
Honda Civic	31	91	M5	3
Honda Civic	29	91	A3	3
Mazda GLC	31	91	M4	2
Mazda GLC	31	91	M5	2
Mazda GLC	28	91	A3	2
Renault 18i	25	100	M4	FI
Renault 18i	24	100	M5	FI
Renault 18i	24	100	A3	FI
Subaru	28	109	M4	2
Subaru	28	109	M5	2
Subaru	25	109	A3	2
Subaru 4WD	25	109	M4	2
Toyota Corolla	28	108	M5	2
Toyota Corolla	27	108	A3	2
Toyota Corona	25	144	M5	2
Toyota Corona	25	144	A4	2
Toyota Cressida	22	168	A4	FI
MID-SIZE STATION WAGONS				
Buick Century	21	231	A3	2
Buick Century	18	265	A3	2
Chevrolet Malibu	19	229	A3	2
Chevrolet Malibu	18	267	A3	2
Chevrolet Malibu	16	305	A3	4
Chrysler LeBaron	17	225	A3	1
Chrysler LeBaron	17	318	A3	2
Dodge Aries	24	135	M4	2
Dodge Aries	23	135	A3	2
Dodge Aries	23	156	A3	2
Dodge Diplomat	17	225	A3	1
Dodge Diplomat	17	318	A3	2
Ford Fairmont	23	140	M4	2
Ford Fairmont (Calif.)	18	200	A3	1
Ford Fairmont	18	255	A3	2
Mercury Zephyr	23	140	M4	2
Merc. Zephyr (Calif.)	18	200	A3	1
Mercury Zephyr	18	255	A3	2
Olds Cutlass	21	231	A3	2
Olds Cutlass	17	260	A3	2
Olds Cutlass	16	307	A3	4
Olds Cutlass Diesel	23	350	A3	FI
Plymouth Reliant	24	135	M4	2
Plymouth Reliant	23	135	A3	2
Plymouth Reliant	23	156	A3	2
Pont. LeMans Safari	21	231	A3	2
Pont. LeMans Safari	18	265	A3	2
LARGE STATION WAGONS				
Buick LeSabre/Electra	16	307	A4	4
Buick LeSabre/Electra Diesel	21	350	A3	FI
Chev. Impala/Caprice	16	267	A3	2
Chev. Impala/Caprice	16	305	A4	4
Chev. Impala/Caprice Diesel	21	350	A3	FI
Ford LTD	16	302	A4	2
Mercury Marquis	16	302	A4	2
Olds Custom Cruiser	16	307	A4	4
Olds Custom Cruiser Diesel	21	350	A3	FI
Pontiac Catalina/Bonneville Safari	16	307	A4	4
Pontiac Catalina/Bonneville Safari Dies.	21	350	A3	FI
SMALL PICKUP TRUCKS (Two-Wheel Drive)				
Chevrolet LUV	26	111	M4	2
Chevrolet LUV	23	111	A3	2
Datsun	27	133	M4	2
Datsun	27	133	M5	2
Datsun	24	133	A3	2
Dodge Ram 50	22	122	M4	2
Dodge Ram 50	23	122	A3	2
Dodge Ram 50	22	156	M5	2
Dodge Ram 50	22	156	A3	2
Ford Courier	27	120	M4	2
Ford Courier	27	120	M5	2
Ford Courier	22	140	M4	2
Ford Courier	22	140	M5	2
Ford Courier	20	140	A3	2
Mitsubishi Dodge Ram 50	22	122	M4	2
Mitsubishi Dodge Ram 50	23	122	A3	2
Mitsubishi Dodge Ram 50	22	156	M5	2
Mitsubishi Dodge Ram 50	22	156	A3	2
Mitsubishi Plymouth Arrow	22	122	M4	2
Mitsubishi Plymouth Arrow	23	122	A3	2
Mitsubishi Plymouth Arrow	22	156	M5	2
Mitsubishi Plymouth Arrow	22	156	A3	2
Mazda B2000	27	120	M4	2
Mazda B2000	27	120	M5	2
Plymouth Arrow	22	122	M4	2
Plymouth Arrow	23	122	A3	2
Plymouth Arrow	22	156	M5	2
Plymouth Arrow	22	156	A3	2
Toyota	26	144	M4	2
Toyota	24	144	M5	2
Toyota	25	144	A3	2
Toyota	24	144	A4	2
VW Diesel	37	97	M4	FI
VW Diesel	38	97	M5	FI
SMALL PICKUP TRUCKS (Four-Wheel Drive)				
Chevrolet LUV	22	111	M4	2
Datsun	21	133	M4	2
Datsun	21	133	M5	2
Suzuki LJ81	22	49	M4	1
STANDARD PICKUP TRUCKS (Two-Wheel Drive)				
Chevrolet C10	19	250	M3/M4C	2
Chevrolet C10	17	250	A3	2
Chevrolet C10	17	305	M3	2
Chevrolet C10	17	305	A3	2
Chevrolet C10	17	305	M3/M4C	4
Chevrolet C10	16	305	A3	4
Chevrolet C10 Diesel	20	350	A3	FI
Chevrolet C20	17	250	M3/M4C	2
Chevrolet C20	15	250	A3	2
Chevrolet C20	16	305	M3/M4C	4
Chevrolet C20	16	305	A3	4
Chevrolet El Camino	19	229	A3	2
Chevrolet El Camino	17	267	A3	2
Chevrolet El Camino	16	305	A3	4
Dodge D-150	18	225	M4	1
Dodge D-150	18	225	M4C	1
Dodge D-150	18	225	A3	1
Dodge D-150	15	318	M4	2
Dodge D-150	15	318	M4C	2
Dodge D-150	16	318	A3	2
Dodge D-150	14	318	A3	4
Dodge D-150	13	360	M4C	4
Dodge D-250	18	225	M4C	1
Dodge D-250	17	225	A3	1
Dodge D-250	13	318	M4C	2
Dodge D-250	16	318	A3	2
Dodge D-250	14	318	A3	4
Dodge D-250	13	360	M4C	4
Ford F-100/F-150	17	255	M4	2
Ford F-100/F-150	16	255	A3	2
Ford F-100/F-150	20	300	M3/M4C	1
Ford F-100/F-150	21	300	M4	1
Ford F-100/F-150	17	300	A3	1
Ford F-100/F-150	16	302	M3	2
Ford F-100/F-150	16	302	M4	2
Ford F-100/F-150	16	302	A3	2
Ford F-100/F-150	16	302	A4	2
Ford F-100/F-150	13	351	M3/M4C	2
Ford F-100/F-150	14	351	M4	2
Ford F-100/F-150	14	351	A3	2
Ford F-250	19	300	M3/M4C	1
Ford F-250	17	300	A3	1
Ford F-250	15	302	M3/M4C	2
Ford F-250	15	302	M4	2
Ford F-250	15	302	A3	2
Ford F-250	14	302	A4	2
Ford F-250	13	351	M4	2
Ford F-250	13	351	M4C	2
Ford F-250	13	351	A3	2
GMC Caballero	19	229	A3	2
GMC Caballero	17	267	A3	2
GMC Caballero	16	305	A3	4
GMC C-15	19	250	M3/M4C	2
GMC C-15	17	250	A3	2
GMC C-15	17	305	M3	2
GMC C-15	17	305	A3	2
GMC C-15	17	305	M3/M4C	4
GMC C-15	16	305	A3	4
GMC C-15 Diesel	20	350	A3	FI
GMC C-25	17	250	M3/M4C	2
GMC C-25	15	250	A3	2
GMC C-25	16	305	M3/M4C	4
GMC C-25	16	305	A3	4
Plymouth Fargo D-150	18	225	M4	1
Plymouth Fargo D-150	18	225	M4C	1
Plymouth Fargo D-150	18	225	A3	1
Plymouth Fargo D-150	15	318	M4	2
Plymouth Fargo D-150	15	318	M4C	2
Plymouth Fargo D-150	16	318	A3	2
Plymouth Fargo D-150	14	318	A3	4
Plymouth Fargo D-150	14	360	M4C	4
Plymouth Fargo D-250	18	225	M4C	1
Plymouth Fargo D-250	17	225	A3	1
Plymouth Fargo D-250	13	318	M4C	2
Plymouth Fargo D-250	15	318	A3	2
Plymouth Fargo D-250	14	318	A3	4
Plymouth Fargo D-250	13	360	M4C	4
Toyota ¾-ton	26	144	M4	2
STANDARD PICKUP TRUCKS (Four-Wheel Drive)				
Chevrolet K-10	17	250	M3/M4C	2
Chevrolet K-10	15	250	A3	2
Chevrolet K-10	16	305	M3/M4C	4
Chevrolet K-10	16	305	A3	4
Chevrolet K-20	13	350	M3/M4C	4
Chevrolet K-20	13	350	A3	4
Dodge W-150	16	225	M4C	1
Dodge W-150	16	225	A3	1
Dodge W-150	13	318	M4C	2
Dodge W-150	14	318	A3	2
Dodge W-150	13	318	A3	4
Dodge W-150	13	360	M4C	4
Dodge W-250	13	318	M4C	2
Dodge W-250	14	318	A3	2
Dodge W-250	13	318	A3	4
Dodge W-250	13	360	M4C	4
Ford F-150	18	300	M4	1
Ford F-150	17	300	M4C	1
Ford F-150	15	302	M4	2
Ford F-150	15	302	M4C	2
Ford F-150	15	302	A3	2
Ford F-150	14	351	M4	2
Ford F-150	13	351	A3	2
Ford F-250	16	300	M4C	1
Ford F-250	13	302	M4C	2
Ford F-250	14	302	A3	2
Ford F-250	12	351	M4C	2
Ford F-250	12	351	A3	2
GMC K-15	17	250	M3/M4C	2
GMC K-15	15	250	A3	2
GMC K-15	16	305	M4C	4
GMC K-15	16	305	A3	4
GMC K-25	13	350	M3/M4C	4
GMC K-25	13	350	A3	4
Jeep J-10	15	258	M4	2
Jeep J-10	16	258	A3	2
Jeep J-10	13	360	M4	2
Jeep J-10	13	360	A3	2
Jeep J-20	13	360	M4C	2
Jeep J-20	13	360	A3	2
Plym. Fargo W-150	16	225	M4C	1
Plym. Fargo W-150	16	225	A3	1
Plym. Fargo W-150	13	318	M4C	2
Plym. Fargo W-150	14	318	A3	2
Plym. Fargo W-150	13	318	A3	4
Plym. Fargo W-150	13	360	M4C	4
Plym. Fargo W-250	13	318	M4C	2
Plym. Fargo W-250	14	318	A3	2
Plym. Fargo W-250	13	318	A3	4
Plym. Fargo W-250	13	360	M4C	4
Toyota	21	144	M4	2
Toyota	22	144	M5	2
VANS (Cargo Vans)				
Chevrolet G-10/G-20	18	250	M3	2
Chevrolet G-10/G-20	16	250	A3	2
Chevrolet G-10/G-20	16	305	M3	2
Chevrolet G-10/G-20	16	305	A3	2
Chevrolet G-10/G-20	17	305	M3	4
Chevrolet G-10/G-20	16	305	A3	4
Dodge B-150/B-250	19	225	M4	1
Dodge B-150/B-250	18	225	A3	1
Dodge B-150/B-250	15	318	M4	2
Dodge B-150/B-250	15	318	A3	2
Dodge B-150/B-250	14	318	A3	4
Dodge B-350	15	318	A3	2
Dodge B-350	14	318	A3	4
Ford E-100/150 Econ.	19	300	M3	1
Ford E-100/150 Econ.	19	300	M4	1
Ford E-100/150 Econ.	16	300	A3	1
Ford E-100/150 Econ.	15	302	M3	2
Ford E-100/150 Econ.	15	302	M4	2
Ford E-100/150 Econ.	15	302	A3	2
Ford E-100/150 Econ.	13	351	A3	2
Ford E-250 Econoline	18	300	M3	1
Ford E-250 Econoline	16	300	A3	1
Ford E-250 Econoline	15	302	A3	2
Ford E-250 Econoline	12	351	A3	2
GMC G-15/G-25	18	250	M3	2
GMC G-15/G-25	16	250	A3	2
GMC G-15/G-25	16	305	M3	2
GMC G-15/G-25	16	305	A3	2
GMC G-15/G-25	17	305	M3	4
GMC G-15/G-25	16	305	A3	4
Plym. B-150/B-250	19	225	M4	1
Plym. B-150/B-250	18	225	A3	1
Plym. B-150/B-250	15	318	M4	2
Plym. B-150/B-250	15	318	A3	2
Plym. B-150/B-250	14	318	A3	4
Plymouth B-350	15	318	A3	2
Plymouth B-350	14	318	A3	4
VANS (Passenger Vans)				
Chevrolet				
G-10/G-20 Sportvan	16	250	M3	2
G-10/G-20 Sportvan	15	250	A3	2
G-10/G-20 Sportvan	17	305	M3	4
G-10/G-20 Sportvan	15	305	A3	4
Dodge B-150/B-250	18	225	M4	1
Dodge B-150/B-250	17	225	A3	1
Dodge B-150/B-250	15	318	M4	2
Dodge B-150/B-250	15	318	A3	2
Dodge B-150/B-250	13	318	A3	4
Dodge B-350	14	318	A3	2
Dodge B-350	13	318	A3	4
Ford E-100/150 Club Wagon	17	300	M3	1
Ford E-100/150 Club Wagon	16	300	M4	1
Ford E-100/150 Club Wagon	14	300	A3	1
Ford E-100/150 Club Wagon	14	302	M3	2
Ford E-100/150 Club Wagon	14	302	M4	2
Ford E-100/150 Club Wagon	13	302	A3	2
Ford E-100/150 Club Wagon	12	351	A3	2
GMC G-15/G-25 Sportvan	16	250	M3	2
GMC G-15/G-25 Sportvan	15	250	A3	2
GMC G-15/G-25 Sportvan	17	305	M3	4
GMC G-15/G-25 Sportvan	15	305	A3	4
Plymouth PB-150/PB-250 Voyager	18	225	M4	1
Plymouth PB-150/PB-250 Voyager	17	225	A3	1
Plymouth PB-150/PB-250 Voyager	15	318	M4	2
Plymouth PB-150/PB-250 Voyager	15	318	A3	2
Plymouth PB-150/PB-250 Voyager	13	318	A3	4
Plymouth PB-350 Voyager	14	318	A3	2
Plymouth PB-350 Voyager	13	318	A3	4
SPECIAL PURPOSE VEHICLES (Two-Wheel Drive				
Chevrolet C-10 Blazer	16	250	M3	2
Chevrolet C-10 Blazer	15	250	A3	2
Chevrolet C-10 Blazer	16	305	M3	2
Chevrolet C-10 Blazer	16	305	A3	2
Chevrolet C-10 Blazer	17	305	M4C	4
Chevrolet C-10 Blazer	16	305	A3	4
Chevrolet C-10 Sub.	16	305	M4C	4
Chevrolet C-10 Sub.	15	305	A3	4
Dodge AD-150 Ramcharger	16	318	A3	2
GMC C-15 Jimmy	16	250	M3	2
GMC C-15 Jimmy	15	250	A3	2
GMC C-15 Jimmy	16	305	M3	2
GMC C-15 Jimmy	16	305	A3	2
GMC C-15 Jimmy	17	305	M4C	4
GMC C-15 Jimmy	16	305	A3	4
GMC C-15 Suburban	16	305	M4C	4
GMC C-15 Suburban	15	305	A3	4
Plymouth PD-150 Trailduster	16	318	A3	2
SPECIAL PURPOSE VEHICLE (Four-Wheel Drive)				
AMC Eagle	22	151	M4	2
AMC Eagle	17	258	M4	2
AMC Eagle	16	258	A3	2
AMC Eagle: Kammback, SX/4	22	151	M4	2
AMC Eagle: Kammback, SX/4	20	151	A3	2
AMC Eagle: Kammback, SX/4	17	258	M4	2
AMC Eagle: Kammback, SX/4	18	258	A3	2
Chevrolet K-10 Blazer	16	250	M3/M4C	2
Chevrolet K-10 Blazer	15	250	A3	2
Chevrolet K-10 Blazer	16	305	M4C	4
Chevrolet K-10 Blazer	15	305	A3	4
Chevrolet K-10 Sub.	13	350	M4C	4
Chevrolet K-10 Sub.	13	350	A3	4
Dodge AW-150 Ramcharger	13	318	M4C	2
Dodge AW-150 Ramcharger	14	318	A3	2
Dodge AW-150 Ramcharger	13	318	A3	4
Dodge AW-150 Ramcharger	12	360	M4C	4
Ford Bronco	18	300	M4	1
Ford Bronco	16	300	M4C	1
Ford Bronco	14	302	M4	2
Ford Bronco	15	302	M4C	2
Ford Bronco	14	302	A3	2
Ford Bronco	13	351	M4	2
Ford Bronco	12	351	A3	2
GMC K-15 Jimmy	16	250	M3/M4C	2
GMC K-15 Jimmy	15	250	A3	2
GMC K-15 Jimmy	16	305	M4C	4
GMC K-15 Jimmy	15	305	A3	4
GMC K-15 Sub.	13	350	M4C	4
GMC K-15 Sub.	13	350	A3	4
Jeep Cherokee/Wagoneer	15	258	M4	2
Jeep Cherokee/Wagoneer	16	258	[illegible]	2
Jeep Cherokee/Wagoneer	13	360	M4	2
Jeep Cherokee/Wagoneer	13	360	A3	2
Jeep CJ-5/7/8	22	151	M4	2
Jeep CP-5/7/8	19	151	A3	2
Jeep CJ-5/7/8	17	258	M4	2
Jeep CJ-5/7/8	17	258	A3	2
Plymouth PW-150 Trailduster	13	318	M4C	2
Plymouth PW-150 Trailduster	14	318	A3	2
Plymouth PW-150 Trailduster	13	318	A3	4
Plymouth PW-150 Trailduster	12	360	M4C	4
Subaru Brat	25	109	M4	2
Suzuki LJ-80	22	49	M4	1
Suzuki LJ-80V	22	49	M4	1
Toyota Land Cruiser Wagon	12	258	M4	2
Toyota Land Cruiser	13	258	M4	2

Options: Installations trimmed by decline in sales, shift to small cars

By Joseph Bohn
Marketing Editor

Optional equipment sales got double - whammied in 1980, as the overall decline in car sales, coupled with a greater cost consciousness by consumers in what they picked, reduced levels for most equipment surveyed by AUTOMOTIVE NEWS.

The changing shift toward small cars also cut into sales of various optional equipment, including larger engines, automatic transmissions and many power equipment items.

Of the six power equipment items surveyed, only rear window defoggers/defrosters increased penetration in 1980. On the wane were power brakes, power seats, power steering, power side windows and speed regulating devices.

Rear window defoggers/defrosters ended up on 50.68 percent of domestically - built cars, up from 47.60 percent in '79. The industry installed 3,621,119 of these options on cars, down from 4,448,179 because of the overall slump in car sales.

Chrysler Corp. led the way in boosting defogger/defroster penetration. It installed them in 68.73 percent of its cars, up from 60.69 percent penetration in '79. At AMC, they had a 52.63 percent penetration, up from 45.43 percent in '79.

General Motors installed them in 47.98 percent of its cars, up from 45.51 percent in '79. Ford Motor installed them in 42.94 percent, down from 43.85 percent in '79. And Volkswagen installed them in 90.00 percent of its domestic Rabbits, down from 96.90 percent in '79.

Power steering, still the most popular option in the group of six, nonetheless was down for the year.

Industrywide, 83.83 percent of cars had power steering, equal to 5,989,989 units. That was down from 89.46 percent, or 8,360,703 in '79.

American Motors equipped 90.61 percent of its cars with power steering, compared with 89.41 percent in '79.

General Motors had an 87.55 percent installation rate, down from 91.96 percent in '79.

Ford Motor had an 87.49 percent installation rate, compared with 91.68 percent in '79.

Chrysler Corp. had an 77.67 percent installation rate, compared with 83.20 percent in '79.

Volkswagen didn't offer power steering on its domestic Rabbits.

Power brakes, which rival power steering's popularity, also recorded a decline.

Industrywide, 81.87 percent of

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POWER EQUIPMENT OPTIONS ON 1980 U. S. MODELS

	Power Brakes	Percent of Output	Power Seats	Percent of Output	Power Steering	Percent of Output	Power Side Windows	Percent of Output	Speed Regulating Device	Percent of Output	Rear Window Defogger/ Defroster	Percent of Output
AMERICAN MOTORS	111 814	56.51	3,265	1.65	179,280	90.61	12,378	6.26	28,894	14.60	104,145	52.63
Eagle	46,379	100.00	NA	—	46,379	100.00	7,029	15.20	14,484	31.20	31,766	68.50
Concord	50,630	62.90	3,265	4.10	78,306	97.30	5,349	6.60	13,121	16.30	40,377	50.80
Spirit	14,805	20.80	NA	—	54,595	76.90	NA	—	1,289	1.80	31,502	44.30
CHRYSLER CORP.	475,117	62.09	65,542	8.56	594,365	77.67	86,574	11.31	171,261	22.38	525,977	68.73
C-P Division	293,650	64.94	49,690	10.99	360,207	79.66	64,291	14.22	118,092	26.12	307,819	68.07
Horizon	37,207	22.90	NA	—	79,614	49.00	NA	—	13,648	8.40	162,478	100.00
Volare	76,512	69.70	768	0.70	100,662	91.70	1,756	1.60	9,550	8.70	44,129	40.20
'80 Gran Fury	18,724	100.00	262	1.40	18,724	100.00	2,415	12.90	2,415	12.90	11,571	61.80
Cordoba	57,479	100.00	17,359	30.20	57,479	100.00	23,164	40.30	34,545	60.10	31,843	55.40
Chrysler	29,114	100.00	16,304	56.00	29,114	100.00	17,556	60.30	21,224	72.90	17,730	60.90
LeBaron	74,614	100.00	14,997	20.10	74,614	100.00	19,400	26.00	36,710	49.20	40,068	53.70
Dodge Total	181,467	57.96	15,852	5.06	234,158	74.79	22,283	7.12	53,169	16.98	218,158	69.68
Omni	33,986	24.60	NA	—	68,387	49.50	NA	—	11,191	8.10	138,155	100.00
St. Regis	17,068	100.00	3,482	20.40	17,068	100.00	4,062	23.80	4,318	25.30	12,374	72.50
Diplomat	38,166	100.00	4,656	12.20	38,166	100.00	6,145	16.10	13,511	35.40	17,976	47.10
Aspen	58,033	67.90	769	0.90	76,323	89.30	1,538	1.80	7,350	8.60	32,991	38.60
Mirada	34,214	100.00	6,945	20.30	34,214	100.00	10,538	30.80	16,799	49.10	16,662	48.70
FORD MOTOR	1,144,774	83.34	199,866	14.55	1,201,684	87.49	247,701	18.03	404,439	29.44	589,790	42.94
Ford Division	793,510	80.88	72,373	7.38	837,978	85.41	101,833	10.38	225,424	22.98	379,628	38.69
Pinto	31,305	25.10	NA	—	49,264	39.50	NA	—	NA	—	79,447	63.70
Mustang/Mustang II	204,034	75.20	NA	—	223,841	82.50	NA	—	23,334	8.60	87,366	32.20
Fairmont	212,181	90.50	2,579	1.10	214,994	91.70	6,330	2.70	31,886	13.60	73,853	31.50
Granada	85,817	94.90	3,255	3.60	89,706	99.20	6,330	7.00	22,155	24.50	34,725	38.40
Thunderbird	156,803	100.00	43,591	27.80	156,803	100.00	61,780	39.40	90,162	57.50	63,819	40.70
Ford	103,370	100.00	22,948	22.20	103,370	100.00	27,393	26.50	57,887	56.00	40,418	39.10
L-M Division	351,264	89.50	127,493	32.48	363,706	92.67	145,868	37.17	179,015	45.61	210,162	53.55
Bobcat	10,600	43.00	NA	—	16,417	66.60	NA	—	NA	—	20,953	85.00
Capri	61,988	77.50	NA	—	64,707	80.90	NA	—	NA	—	34,553	43.20
Zephyr	63,061	90.00	2,312	3.30	64,953	92.70	4,484	6.40	17,307	24.70	29,358	41.90
Monarch	28,351	92.90	1,770	5.80	30,365	99.50	2,899	9.50	10,346	33.90	13,062	42.80
Cougar/XR7	58,028	100.00	14,217	24.50	58,028	100.00	23,211	40.00	32,844	56.60	25,532	44.00
Mercury	54,328	100.00	34,879	64.20	54,328	100.00	40,366	74.30	45,364	83.50	31,510	58.00
Lincoln	31,233	100.00	30,640	98.10	31,233	100.00	31,233	100.00	30,296	97.00	22,425	71.80
Versailles	4,784	100.00	4,784	100.00	4,784	100.00	4,784	100.00	4,784	100.00	3,406	71.20
Mark VI	38,891	100.00	38,891	100.00	38,891	100.00	38,891	100.00	38,074	97.90	29,363	75.50
GENERAL MOTORS	3,895,199	84.95	803,942	17.53	4,014,660	87.55	1,189,661	25.94	1,681,497	36.67	2,200,267	47.98
Buick Division	792,951	99.10	227,103	28.38	783,537	97.92	299,053	37.37	382,636	47.82	433,218	54.14
Skyhawk	7,673	92.20	NA	—	8,189	98.40	NA	—	NA	—	5.126	61.60
Skylark	205,243	96.90	19,275	9.10	208,420	98.40	34,313	16.20	64,178	30.30	107,811	50.90
Century	148,429	100.00	24,045	16.20	145,906	98.30	35,326	23.80	62,340	42.00	75,699	51.00
Regal	214,735	100.00	36,699	17.00	204,151	95.10	65,820	30.70	81,767	38.10	100,973	47.00
Buick	168,250	100.00	98,463	58.50	168,250	100.00	114,973	68.30	128,553	76.40	105,784	62.90
Riviera	48,621	100.00	48,621	100.00	48,621	100.00	48,621	100.00	45,798	94.20	37,825	77.80
Cadillac Division	231,028	100.00	231,028	100.00	231,028	100.00	231,028	100.00	218,038	94.38	181,126	78.40
Seville	39,344	100.00	39,344	100.00	39,344	100.00	39,344	100.00	39,344	100.00	39,344	100.00
Cadillac	138,999	100.00	138,999	100.00	138,999	100.00	138,999	100.00	128,574	92.50	97,299	70.00
Eldorado	52,685	100.00	52,685	100.00	52,685	100.00	52,685	100.00	50,115	95.10	44,483	84.40
Chevrolet Division	1,443,791	71.19	59,822	2.95	1,510,034	74.46	234,436	11.56	372,386	18.36	868,885	42.84
Chevette	31,608	7.00	NA	—	NA	—	NA	—	NA	—	163,912	36.30
Monza	70,441	41.50	NA	—	142,749	84.10	NA	—	NA	—	61,445	36.20
Camaro	146,244	96.20	NA	—	152,021	100.00	44,694	29.40	38,157	25.10	77,987	51.30
Citation	564,919	90.50	1,248	0.20	585,518	93.80	32,459	5.20	91,760	14.70	285,893	45.80
Malibu/Chevelle	277,575	100.00	5,274	1.90	276,742	99.70	16,655	6.00	57,736	20.80	109,642	39.50
Monte Carlo	126,006	100.00	8,568	6.80	126,006	100.00	30,493	24.20	51,914	41.20	48,008	38.10
Chevrolet	186,384	100.00	44,732	24.00	186,384	100.00	69,521	37.30	101,952	54.70	85,364	45.80
Corvette	40,614	100.00	NA	—	40,614	100.00	40,614	100.00	30,867	76.00	36,634	90.20
Oldsmobile Division	838,721	98.97	226,506	26.73	842,865	99.45	261,416	30.85	500,900	59.10	428,136	50.52
Starfire	6,068	73.70	NA	—	7,452	90.50	NA	—	NA	—	3,329	40.40
Omega	127,722	95.10	NA	—	130,482	97.10	16,976	12.60	31,751	23.60	70,864	52.80
Cutlass	422,179	100.00	54,842	13.00	422,179	100.00	115,442	27.30	228,483	54.10	162,003	38.40
Oldsmobile	239,313	100.00	128,224	53.60	239,312	100.00	85,558	35.80	199,057	83.20	155,493	65.00
Toronado	43,440	100.00	43,440	100.00	43,440	100.00	43,440	100.00	41,609	95.80	36,447	83.90
Pontiac Division	588,708	86.75	59,483	8.77	647,196	95.37	163,728	24.13	207,537	30.58	288,902	42.57
Sunbird	65,798	45.99	NA	—	119,378	83.44	NA	—	NA	—	45,811	32.02
Phoenix	167,435	93.91	NA	—	172,302	96.64	18,539	10.40	35,654	20.00	91,113	51.10
Firebird	105,580	98.36	NA	—	107,340	100.00	49,269	45.90	42,102	39.22	55,618	51.81
LeMans	61,223	100.00	3,801	6.21	59,504	97.19	8,745	14.28	21,162	34.57	26,459	43.22
Grand Prix	114,714	100.00	24,457	21.32	114,714	100.00	45,748	39.88	59,009	51.44	40,207	35.05
Pontiac	73,958	100.00	31,225	42.22	73,958	100.00	41,427	56.01	49,610	67.08	29,694	40.20
VOLKSWAGEN	223,267	100.00	NA	—	NA	—	NA	—	NA	—	200,990	90.00
Total Cars, U. S.	5,850,171	81.87	1,072,615	15.01	5,989,989	83.83	1,536,314	21.50	2,286,091	31.99	3,621,119	50.68

NOTE: Installation numbers are based on U. S. car production only, with the exception of Chrysler's Cordoba and Mirada which were sourced only in Canada. The '80 model year production was 7,145,356. This included 4,585,387 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Corp.; 197,867 for American Motors and 223,267 for Volkswagen.

The Chrysler total includes 34,214 Miradas and 57,479 Cordobas. It excludes 7,846 Caravelles, sourced in the U. S. but sold only in Canada.

Similarly, the GM total excludes 19,651 Acadians, sourced in the U. S. but sold only in Canada.

The Plymouth Voyager, Dodge Sportsman, Ford Club Wagon and Chevrolet Sportvan are no longer included in domestic production, since manufacturers began counting them as trucks in '80.

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cars had power brakes, equal to 5,850,171. That was down from 85.49 percent, or 7,989,472 in '79.

Volkswagen equipped 100 percent of its Rabbits with power brakes.

However, at GM power brakes ended up on only 84.95 percent of cars, down from 90.10 percent in '79.

At Ford Motor, the item was installed in 83.34 percent of cars, compared with 83.19 percent in '79.

At Chrysler Corp. it was installed in 62.09 percent of cars, down from 74.37 percent in '79.

At AMC, it was installed in 56.51 percent of cars, up from 49.89 percent in '79.

Speed regulating devices and power side windows were similarly off.

Industrywide, speed regulating devices ended up on 2,286,091 cars, equal to 31.99 percent of production. That compared with 3,612,300, or 38.65 percent in '79.

Industrywide, power side windows ended up on 1,536,314 cars, equal to 21.50 percent of production. That was off from 2,636,050, or 28.21 percent in '79.

Powertrain options

Automatic transmission popularity dropped sharply in '80. The decline of exactly 7 percentage points was the sharpest yet, and signaled the growing preference for manual transmissions on new small cars.

Among various manual transmissions, the four-speed was far-and-away the most popular. It jumped 6.7 percentage points in penetration. The three-speed and five-speed manuals played an inconsequential role in demand.

Judging by Volkswagen's Rabbit, however, there is a place for the five-speed manual, if the Big Three manufacturers can come up with a good one. GM's five-speeds, which were phased out in '79, were hard shifting and generally lacked quality.

GM, as well as Ford and Chrysler, are expected to come up with improved versions in the future.

Meanwhile, the '81 model year is seeing a continued growth of manual transmissions as a result of new small Detroit cars like the Escort/Lynx and the GM J-models coming on stream.

Ford Motor particularly is experiencing a sharp jump in demand in manual transmissions on its new small cars in view of their smooth shift—equal in ease of operation to the best European models' manuals.

A brief rundown of transmission trends for '80 shows:

- Automatic transmissions ended up on 5,884,326 cars, equal to 82.36 percent of production. That was down from 8,351,220, or 89.36 percent in '79.
- Four-speed manuals ended up on 1,205,115 cars, equal to 16.87 percent of production. That was up from 948,239, or 10.15 percent.
- Five-speed manuals climbed to

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POWERTRAIN OPTIONS ON 1980 U. S. MODELS

	Automatic Transmission	Percent of Output	3-Speed Manual	Percent of Output	4-Speed Manual	Percent of Output	5-Speed Manual	Percent of Output
AMERICAN MOTORS	159,693	80.71	N.A.	—	38,174	19.29	N.A.	—
Eagle	45,962	99.01	N.A.	—	417	0.90	N.A.	—
Concord	74,663	92.80	N.A.	—	5,793	7.20	N.A.	—
Spirit	39,068	55.00	N.A.	—	31,964	45.00	N.A.	—
CHRYSLER CORP	625,864	81.79	4,552	0.59	134,837	17.62	N.A.	—
C-P Division	378,316	83.67	2,415	0.53	71,451	15.80	N.A.	—
Horizon	92,125	56.70	N.A.	—	70,353	43.30	N.A.	—
Volare	106,260	96.80	2,415	2.20	1,098	1.00	N.A.	—
'80 Gran Fury	18,724	100.00	N.A.	—	N.A.	—	N.A.	—
Cordoba	57,479	100.00	N.A.	—	N.A.	—	N.A.	—
Chrysler	29,114	100.00	N.A.	—	N.A.	—	N.A.	—
LeBaron	74,614	100.00	N.A.	—	N.A.	—	N.A.	—
Dodge Total	247,548	79.07	2,137	0.68	63,386	20.25	N.A.	—
Omni	75,709	54.80	N.A.	—	62,446	45.20	N.A.	—
St. Regis	17,068	100.00	N.A.	—	N.A.	—	N.A.	—
Diplomat	38,166	100.00	N.A.	—	N.A.	—	N.A.	—
Aspen	82,391	96.40	2,137	2.50	940	1.10	N.A.	—
Mirada	34,214	100.00	N.A.	—	N.A.	—	N.A.	—
FORD MOTOR	1,077,769	78.46	N.A.	—	284,572	21.08	6,246	0.46
Ford Division	753,540	76.81	N.A.	—	224,031	22.83	3,527	0.36
Pinto	57,122	45.80	N.A.	—	67,598	54.20	N.A.	—
Mustang/Mustang II	149,769	55.20	N.A.	—	118,026	43.50	3,527	1.30
Fairmont	198,579	84.70	N.A.	—	35,875	15.30	N.A.	—
Granada	87,897	97.20	N.A.	—	2,532	2.80	N.A.	—
Thunderbird	156,803	100.00	N.A.	—	N.A.	—	N.A.	—
Ford	103,370	100.00	N.A.	—	N.A.	—	N.A.	—
L-M Division	324,224	82.61	N.A.	—	65,541	16.70	2,719	0.69
Bobcat	11,758	47.70	N.A.	—	12,892	52.30	N.A.	—
Capri	36,873	46.10	N.A.	—	40,392	50.50	2,719	3.40
Zephyr	58,788	83.90	N.A.	—	11,280	16.10	N.A.	—
Monarch	29,541	96.80	N.A.	—	977	3.20	N.A.	—
Cougar/XR7	58,028	100.00	N.A.	—	N.A.	—	N.A.	—
Mercury	54,328	100.00	N.A.	—	N.A.	—	N.A.	—
Lincoln	31,233	100.00	N.A.	—	N.A.	—	N.A.	—
Versailles	4,784	100.00	N.A.	—	N.A.	—	N.A.	—
Mark VI	38,891	100.00	N.A.	—	N.A.	—	N.A.	—
GENERAL MOTORS	3,996,446	87.16	13,660	0.29	575,281	12.55	N.A.	—
Buick Division	778,373	97.28	148	0.01	21,645	2.71	N.A.	—
Skyhawk	6,799	81.70	N.A.	—	1,523	18.30	N.A.	—
Skylark	191,687	90.50	N.A.	—	20,122	9.50	N.A.	—
Century	148,281	99.90	148	0.10	N.A.	—	N.A.	—
Regal	214,735	100.00	N.A.	—	N.A.	—	N.A.	—
Buick	168,250	100.00	N.A.	—	N.A.	—	N.A.	—
Riviera	48,621	100.00	N.A.	—	N.A.	—	N.A.	—
Cadillac Division	231,028	100.00	N.A.	—	N.A.	—	N.A.	—
Seville	39,344	100.00	N.A.	—	N.A.	—	N.A.	—
Cadillac	138,999	100.00	N.A.	—	N.A.	—	N.A.	—
Eldorado	52,685	100.00	N.A.	—	N.A.	—	N.A.	—
Chevrolet Division	1,562,424	77.04	12,973	0.64	452,709	22.32	N.A.	—
Chevette	241,127	53.40	N.A.	—	210,422	46.60	N.A.	—
Monza	101,672	59.90	N.A.	—	68,065	40.10	N.A.	—
Camaro	132,713	87.30	7,146	4.70	12,162	8.00	N.A.	—
Citation	468,165	75.00	N.A.	—	156,055	25.00	N.A.	—
Malibu/Chevelle	271,470	97.80	5,827	2.10	278	0.10	N.A.	—
Monte Carlo	126,006	100.00	N.A.	—	N.A.	—	N.A.	—
Chevrolet	186,384	100.00	N.A.	—	N.A.	—	N.A.	—
Corvette	34,887	85.90	N.A.	—	5,727	14.10	N.A.	—
Oldsmobile Division	828,264	97.73	423	0.05	18,804	2.22	N.A.	—
Starfire	5,552	67.40	N.A.	—	2,685	32.60	N.A.	—
Omega	118,204	88.00	N.A.	—	16,119	12.00	N.A.	—
Cutlass	421,756	99.90	423	0.10	N.A.	—	N.A.	—
Oldsmobile	239,312	100.00	N.A.	—	N.A.	—	N.A.	—
Toronado	43,440	100.00	N.A.	—	N.A.	—	N.A.	—
Pontiac Division	596,357	87.88	116	0.02	82,123	12.10	N.A.	—
Sunbird	93,396	65.28	N.A.	—	49,674	34.72	N.A.	—
Phoenix	145,842	81.81	N.A.	—	32,449	18.19	N.A.	—
Firebird	107,340	100.00	N.A.	—	N.A.	—	N.A.	—
LeMans	61,107	99.81	116	0.19	N.A.	—	N.A.	—
Grand Prix	114,714	100.00	N.A.	—	N.A.	—	N.A.	—
Pontiac	73,958	100.00	N.A.	—	N.A.	—	N.A.	—
VOLKSWAGEN	24,559	11.00	N.A.	—	167,451	75.00	31,257	14.00
Total Cars, U. S.	5,884,326	82.36	18,412	0.25	1,205,115	16.87	37,503	0.52

NOTE: Installation numbers are based on U. S. car production only, with the exception of Chrysler's Cordoba and Mirada which were sourced only in Canada. The '80 production was 7,145,356. This included 4,585,387 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Cor.; 197,867 for American Motors and 223,267 for Volkswagen.

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Similarly, the GM total excludes 19,651 Acadians, sourced in the U. S. but sold only in Canada.

The Plymouth Voyager, Dodge Sportsman, Ford Club Wagon and Chevrolet Sportvan are no longer included in domestic production, since manufacturers began counting them as trucks in '80.

INTERIOR DRIVER OPTIONS

	Bucket Seats	Percent of Output	Adjustable Steering Column	Percent of Output
AMERICAN MOTORS	69,185	34.97	61,947	31.31
Eagle	NA	—	26,019	56.10
Concord	NA	—	25,344	31.50
Spirit	69,185	97.40	10,584	14.90
CHRYSLER CORP.	400,721	52.36	112,908	14.75
C-P Division	218,352	48.29	79,401	17.56
Horizon	162,478	100.00	NA	—
Volare	24,479	22.30	4,940	4.50
'80 Gran Fury	NA	—	3,913	20.90
Cordoba	27,590	48.00	27,935	48.60
Chrysler	NA	—	18,662	64.10
LeBaron	3,805	5.10	23,951	32.10
Dodge Total	182,369	58.25	33,507	10.70
Omni	138,155	100.00	NA	—
St. Regis	NA	—	6,093	35.70
Diplomat	2,862	7.50	8,549	22.40
Aspen	17,265	20.20	5,043	5.90
Mirada	24,087	70.40	13,822	40.40
FORD MOTOR	592,714	43.16	283,886	20.67
Ford Division	461,530	47.04	168,159	17.14
Pinto	124,720	100.00	NA	—
Mustang/Mustang II	271,322	100.00	22,248	8.20
Fairmont	52,283	22.30	15,943	6.80
Granada	6,149	6.80	15,554	17.20
Thunderbird	7,056	4.50	77,304	49.30
Ford	NA	—	37,110	35.90
L-M Division	131,244	33.44	115,727	29.49
Bobcat	24,650	100.00	NA	—
Capri	79,984	100.00	NA	—
Zephyr	18,568	26.50	11,912	17.00
Monarch	3,357	11.00	5,310	17.40
Cougar/XR7	4,178	7.20	27,737	47.80
Mercury	NA	—	36,400	67.00
Lincoln	NA	—	29,828	95.50
Versailles	507	10.60	4,540	94.90
Mark VI	NA	—	NA	—
GENERAL MOTORS	1,349,957	29.44	2,034,385	44.37
Buick Division	29,165	3.64	472,599	59.06
Skyhawk	6,990	84.00	3,737	44.90
Skylark	8,896	4.20	83,453	39.40
Century	1,039	0.70	73,472	49.50
Regal	12,240	5.70	127,767	59.50
Buick	NA	—	136,619	81.20
Riviera	NA	—	47,551	97.80
Cadillac Division	NA	—	222,551	96.33
Seville	NA	—	39,344	100.00
Cadillac	NA	—	132,050	95.00
Eldorado	NA	—	51,157	97.10
Chevrolet Division	933,662	46.04	535,826	26.42
Chevette	451,549	100.00	36,124	8.00
Monza	169,737	100.00	27,837	16.40
Camaro	152,021	100.00	79,507	52.30
Citation	91,760	14.70	136,080	21.80
Malibu/Chevelle	5,552	2.00	55,515	20.00
Monte Carlo	22,429	17.80	61,365	48.70
Chevrolet	NA	—	98,784	53.00
Corvette	40,614	100.00	40,614	100.00
Oldsmobile Division	64,861	7.65	494,230	58.32
Starfire	8,237	100.00	NA	—
Omega	25,656	19.10	37,073	27.60
Cutlass	23,642	5.60	228,398	54.10
Oldsmobile	3,590	1.50	187,621	78.40
Toronado	3,736	8.60	41,138	94.70
Pontiac Division	322,269	47.49	309,179	45.56
Sunbird	143,070	100.00	33,707	23.56
Phoenix	37,495	21.03	58,533	32.83
Firebird	107,340	100.00	67,775	63.14
LeMans	2,388	3.90	20,608	33.66
Grand Prix	30,342	26.45	74,862	65.26
Pontiac	1,634	2.21	53,694	72.60
VOLKSWAGEN	223,267	100.00	NA	—
Total Cars, U. S	2,635,904	36.89	2,493,126	34.89

NOTE: Installation numbers are based on U.S. car production only, with the exception of Chrysler's Cordoba and Mirada which were sourced in Canada only. The '80 production was 7,145,356. This included 4,585,387 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Corp.; 197,867 for American Motors and 223,267 for Volkswagen.

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0.52 percent of industry production, equal to 37,503 units. That was up from 0.26 percent, or 24,313 in '79. Volkswagen accounted for most of the increase.

- Three-speed manuals, which were just about dead, accounted for 0.25 percent of industry production, equal to 18,412 units. That was down from 21,734, or 0.23 percent in '79. All the companies are phasing them out.

Engine installations

The shift toward small cars affected V-8 engines more than any other option.

Volume and penetration of V-8s dropped in half, while the six-cylinder engine temporarily emerged as the most popular powerplant.

That is changing, however, as new and higher-volume four-cylinder cars, like Escort/Lynx, Chrysler's K-cars and the GM J-cars, promise to push four-cylinder engines into the lead in '81.

As it was, four-cylinder engines ran a close second behind sixes last year.

Diesels continued increasing in popularity. But GM's decision to gamble on large V-8 diesels, like the 350 V-8, slowed what could have been a real diesel explosion.

Volkswagen, in contrast to GM, equipped half of its '80 Rabbits with the highly fuel efficient, highly popular four-cylinder diesel powerplant.

Turbochargers continued gaining ground at GM, but fell flat at Ford Motor where they ran into certification problems. Ford cancelled them on early '81 models, but is still hopeful of offering them.

A rundown on engine/powertrain options for '80 shows:

- Industrywide, V-8s accounted for 2,121,560 cars, equal to 29.69 percent of production. That was less than half the '79 total of 5,457,038, or 58.39 percent of production.
- Six-cylinder engines accounted for 37.13 percent of domestic car production, up from 24.01 percent in '79. A total of 2,652,644 U. S.-built models carried them, up from 2,243,736 in '79.
- The number of four-cylinder power plants on domestic cars jumped to 2,371,152, or 33.18 percent of production, up from 1,644,731, or 17.60 percent in '79.

At the same time, diesels continued to catch up, acounting for 316,377 domestic models, or 4.43 percent of production. That was up

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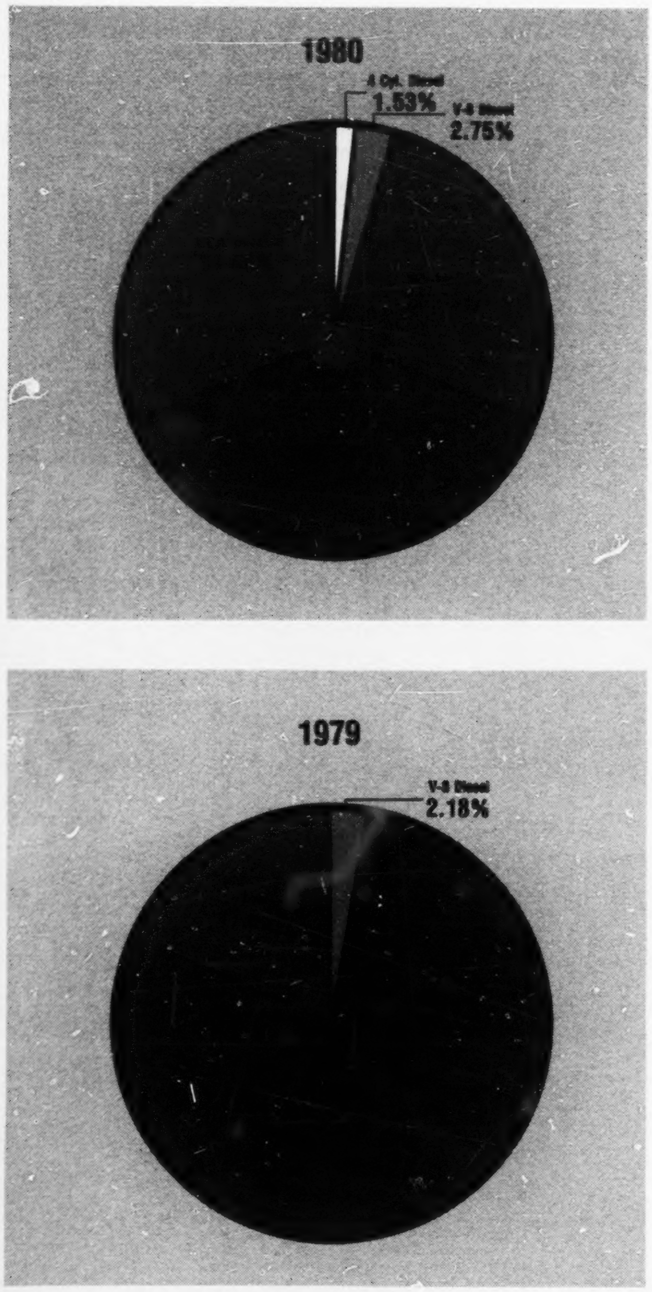
Engine Installations, 1980 vs 1979



Sales of diesel-powered new cars in the U. S.

	1980 Sales	Percent Share of Market	1979 Sales	Percent Share of Market
Oldsmobile	126,853	32.58	111,240	40.04
Cadillac	41,860	9.95	29,616	10.66
Buick	19,790	5.08	2,750	0.99
Pontiac	13,475	3.46	2,275	0.82
Chevrolet	12,450	3.20	1,650	0.59
General Motors Total	214,428	54.27	147,531	53.10
VW Rabbit	92,735	23.82	75,593	27.21
VW Dasher	23,565	6.05	10,412	3.75
Audi	8,035	2.06	....	....
Volkswagen Total	124,335	31.93	86,005	30.96
Mercedes-Benz	39,262	10.08	35,632	12.83
Peugeot	10,337	2.65	8,649	3.11
Volvo	4,158	1.07	....	....
TOTAL	392,520		277,817	

ENGINE OPTIONS ON 1980 U. S. MODELS

	Diesels All Sizes	Percent of Output	Turbo Charger	Percent of Output	V-8 Engine	Percent of Output	6-Cylinder Engine	Percent of Output	4-Cylinder Engine	Percent of Output
AMERICAN MOTORS	N.A.	——	N.A.	——	N.A.	——	150,101	75.86	47,766	24.14
Eagle	N.A.	——	N.A.	——	N.A.	——	46,379	100.00	N.A.	——
Concord	N.A.	——	N.A.	——	N.A.	——	70,479	87.60	9,977	12.40
Spirit	N.A.	——	N.A.	——	N.A.	——	33,243	46.80	37,789	53.20
CHRYSLER CORP.	N.A.	——	N.A.	——	169,412	22.14	295,208	38.57	300,633	39.29
C-P Division	N.A.	——	N.A.	——	113,643	25.13	176,061	38.94	162,478	35.93
Horizon	N.A.	——	N.A.	——	N.A.	——	N.A.	——	162,478	100.00
Volare	N.A.	——	N.A.	——	10,757	9.80	99,016	90.20	N.A.	——
'80 Gran Fury	N.A.	——	N.A.	——	17,376	92.80	1,348	7.20	N.A.	——
Cordoba	N.A.	——	N.A.	——	33,913	59.00	23,566	41.00	N.A.	——
Chrysler	N.A.	——	N.A.	——	26,377	90.60	2,737	9.40	N.A.	——
LeBaron	N.A.	——	N.A.	——	25,220	33.80	49,394	66.20	N.A.	——
Dodge Total	N.A.	——	N.A.	——	55,769	17.81	119,197	38.06	138,155	44.13
Omni	N.A.	——	N.A.	——	N.A.	——	N.A.	——	138,155	100.00
St. Regis	N.A.	——	N.A.	——	15,583	91.30	1,485	8.70	N.A.	——
Diplomat	N.A.	——	N.A.	——	10,992	28.80	27,174	71.20	N.A.	——
Aspen	N.A.	——	N.A.	——	10,342	12.10	75,126	87.90	N.A.	——
Mirada	N.A.	——	N.A.	——	18,852	55.10	15,362	44.90	N.A.	——
FORD MOTOR	N.A.	——	18,901	1.38	479,142	34.88	416,907	30.35	477,533	34.77
Ford Division	N.A.	——	13,211	1.34	285,427	29.09	316,966	32.31	378,705	38.60
Pinto	N.A.	——	N.A.	——	N.A.	——	N.A.	——	124,720	100.00
Mustang/Mustang II	N.A.	——	11,950	5.00	7,325	2.70	80,583	29.70	183,414	67.60
Fairmont	N.A.	——	1,261	0.44	9,847	4.20	154,036	65.70	70,571	30.10
Granada	N.A.	——	N.A.	——	14,197	15.70	76,232	84.30	N.A.	——
Thunderbird	N.A.	——	N.A.	——	150,688	96.10	6,115	3.90	N.A.	——
Ford	N.A.	——	N.A.	——	103,370	100.00	N.A.	——	N.A.	——
L-M Division	N.A.	——	5,690	1.45	193,715	49.36	99,941	25.46	98,828	25.18
Bobcat	N.A.	——	N.A.	——	N.A.	——	N.A.	——	24,650	100.00
Capri	N.A.	——	5,138	7.60	2,080	2.60	23,275	29.10	54,629	68.30
Zephyr	N.A.	——	552	0.79	2,943	4.20	47,576	67.90	19,540	27.90
Monarch	N.A.	——	N.A.	——	4,852	15.90	25,666	84.10	N.A.	——
Cougar/XR7	N.A.	——	N.A.	——	54,604	94.10	3,424	5.90	N.A.	——
Mercury	N.A.	——	N.A.	——	54,328	100.00	N.A.	——	N.A.	——
Lincoln	N.A.	——	N.A.	——	31,233	100.00	N.A.	——	N.A.	——
Versailles	N.A.	——	N.A.	——	4,784	100.00	N.A.	——	N.A.	——
Mark VI	N.A.	——	N.A.	——	38,891	100.00	N.A.	——	N.A.	——
GENERAL MOTORS	196,661	4.29	50,371	1.10	1,473,006	32.12	1,790,428	39.05	1,321,953	28.83
Buick Division	15,143	1.89	15,230	1.90	214,274	26.78	494,581	61.81	91,311	11.41
Skyhawk	N.A.	——	N.A.	——	N.A.	——	1,523	18.30	6,799	81.70
Skylark	N.A.	——	N.A.	——	N.A.	——	127,297	60.10	84,512	39.90
Century	N.A.	——	890	0.60	17,960	12.10	130,469	87.90	N.A.	——
Regal	N.A.	——	5,798	2.70	35,431	16.50	179,304	83.50	N.A.	——
Buick	15,143	9.00	1,346	0.80	119,458	71.00	48,792	29.00	N.A.	——
Riviera	N.A.	——	7,196	14.80	41,425	85.20	7,196	14.80	N.A.	——
Cadillac Division	45,650	19.76	N.A.	——	227,053	98.28	3,975	1.72	N.A.	——
Seville	14,461	36.80	N.A.	——	39,344	100.00	N.A.	——	N.A.	——
Cadillac	18,765	13.50	N.A.	——	135,024	97.14	3,975	2.86	N.A.	——
Eldorado	12,424	23.60	N.A.	——	52,685	100.00	N.A.	——	N.A.	——
Chevrolet Division	10,810	0.53	11,719	0.58	345,513	17.04	724,676	35.73	957,917	47.23
Chevette	N.A.	——	N.A.	——	N.A.	——	N.A.	——	451,549	100.00
Monza	N.A.	——	N.A.	——	N.A.	——	43,962	25.90	125,775	74.10
Camaro	N.A.	——	N.A.	——	N.A.	——	51,079	33.60	100,942	66.40
Citation	N.A.	——	N.A.	——	N.A.	——	344,569	55.20	279,651	44.80
Malibu/Chevelle	N.A.	——	N.A.	——	86,326	31.10	191,249	68.90	N.A.	——
Monte Carlo	N.A.	——	11,719	9.30	63,129	50.10	62,877	49.90	N.A.	——
Chevrolet	10,810	5.80	N.A.	——	155,444	83.40	30,940	16.60	N.A.	——
Corvette	N.A.	——	N.A.	——	40,614	100.00	N.A.	——	N.A.	——
Oldsmobile Division	117,788	13.90	N.A.	——	493,123	58.19	292,154	45.47	62,214	7.34
Starfire	N.A.	——	N.A.	——	N.A.	——	4,588	55.70	3,649	44.30
Omega	N.A.	——	N.A.	——	N.A.	——	75,758	56.40	58,565	43.60
Cutlass	39,685	9.40	N.A.	——	224,599	53.20	197,580	46.80	N.A.	——
Oldsmobile	65,332	27.30	N.A.	——	226,387	94.60	12,925	5.40	N.A.	——
Toronado	12,771	29.40	N.A.	——	42,137	97.00	1,303	3.00	N.A.	——
Pontiac Division	7,270	1.07	23,422	3.45	193,043	28.45	275,042	40.53	210,511	31.02
Sunbird	N.A.	——	N.A.	——	N.A.	——	23,506	16.43	119,564	83.57
Phoenix	N.A.	——	N.A.	——	N.A.	——	87,344	48.99	90,947	51.01
Firebird	N.A.	——	23,422	21.82	77,092	71.82	30,248	28.18	N.A.	——
LeMans	N.A.	——	N.A.	——	16,898	27.60	44,325	72.40	N.A.	——
Grand Prix	N.A.	——	N.A.	——	40,389	35.21	74,325	64.79	N.A.	——
Pontiac	7,270	9.83	N.A.	——	58,664	79.32	15,294	20.68	N.A.	——
VOLKSWAGEN	109,401	49.00	N.A.	——	N.A.	——	N.A.	——	223,267	100.00
Total Cars, U. S.	306,062	4.28	69,272	0.97	2,121,560	29.69	2,652,644	37.13	2,371,152	33.18

NOTE: Installation numbers are based on U. S. car production only, with the exception of Chrysler's Cordoba and Mirada which were sourced in Canada only. The '80 production was 7,145,356. This included 4,585,387 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Corp.; 197,867 for American Motors and 223,267 for Volkswagen.

The Chrysler total includes 34,214 Miradas and 57,479 Cordobas. It excludes 7,846 Caravelles, sourced in the U. S. but sold only in Canada.

Similarly, the GM total excludes 19,651 Acadians, sourced in the U. S. but sold only in Canada.

The Plymouth Voyager, Dodge Sportsman, Ford Club Wagon and Chevrolet Sportvan are no longer included in domestic production, since manufacturers began counting them as trucks in '80.

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sharply from 203,338, or 2.18 percent in '79.

General Motors' diesel engine car production totaled 196,661, equal to 4.29 percent of its production. That was down from 203,338, in '79 —but penetration was up from 3.95 percent.

VW diesel Rabbit production by contrast jumped to 109,401, or 49 percent of its production. A year earlier VW hadn't yet started building diesel Rabbits in the U. S.

Turbochargers have been slower to catch on.

Industrywide, GM installed turbos on 50,371 cars, equal to 1.10 percent of its production. That was up from 36,938, or 0.72 percent in '79.

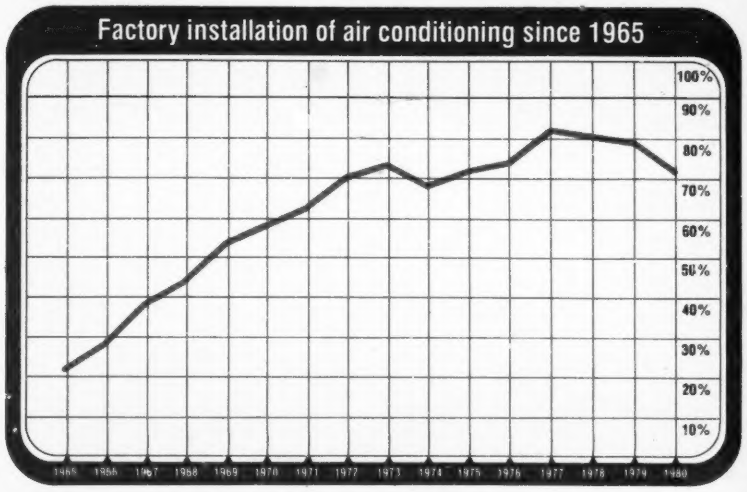
At Ford Motor, turbos ended up on 18,901 cars, equal to 1.38 percent of production. That was down from 38,832 or 1.41 percent in '79.

Decorative roof options

Car buyers still want fancy looking cars, but they are getting them

Continued on Page 78

Factory installation of air conditioning since 1965



AIR CONDITIONING INSTALLATIONS

'80 VS. '79 MODEL YEAR

	1980 Model Year			1979 Model Year		
	Unit Total	Percent of Output	Pct. of '80 Air Conditioner Installations	Unit Total	Percent of Output	Pct. of '79 Air Conditioner Installations
AMERICAN MOTORS	103,848	52.02	2.00	93,414	55.13	1.25
Eagle	27,827	60.00	0.54	....	....	....
Concord	52,296	65.00	1.00	63,769	62.00	0.85
Pacer	....	....	....	7,661	75.00	0.10
Spirit	23,725	33.40	0.46	21,984	39.00	0.30
CHRYSLER CORP.	489,092	63.91	9.44	814,958	71.74	10.95
C-P Division	302,825	66.97	5.85	520,905	84.11	7.00
Horizon	71,002	43.70	1.38	59,900	36.80	0.80
Volare	64,985	59.20	1.25	150,969	72.00	2.03
'80 Gran Fury	17,413	93.00	0.33	....	....	....
Voyager*	....	....	....	6,171	80.60	0.08
Cordoba	53,915	93.80	1.04	85,536	97.20	1.15
Chrysler	28,357	97.40	0.55	98,182	97.50	1.32
LeBaron	67,153	90.00	1.30	120,147	93.50	1.62
Dodge Total	186,267	59.49	3.59	294,053	67.04	3.95
Omni	59,821	43.30	1.15	52,910	37.40	0.71
St. Regis	16,112	94.40	0.31	33,781	96.60	0.46
Diplomat	30,724	80.50	0.59	56,107	89.20	0.75
Aspen	49,571	58.00	0.96	102,099	71.10	1.37
Mirada/Magnum	30,039	87.80	0.58	28,988	95.50	0.39
Sportsman*	....	....	....	20,258	79.60	0.27
FORD MOTOR	964,613	70.23	18.62	2,127,902	77.29	28.56
Ford Division	649,675	66.22	12.54	1,399,810	74.11	18.79
Pinto	29,058	23.30	0.56	54,526	27.40	0.73
Must./Must. II	137,831	50.80	2.66	213,802	57.80	2.87
Fairmont	161,304	68.80	3.11	275,989	69.80	3.71
Granada	75,418	83.40	1.46	150,844	82.70	2.02
LTD II	....	....	....	47,009	96.80	0.63
Thunderbird	147,552	94.10	2.85	274,537	96.60	3.69
Ford	98,512	95.30	1.90	339,744	95.30	4.56
Club Wagon*	....	....	....	43,349	82.00	0.58
L-M Division	314,938	80.24	6.08	728,092	84.25	9.77
Bobcat	9,021	36.60	0.17	17,744	35.30	0.24
Capri	44,391	55.50	0.86	63,884	58.00	0.86
Zephyr	51,156	73.00	0.99	90,648	72.30	1.22
Monarch	26,429	86.60	0.51	67,304	88.70	0.90
Cougar/XR7	55,417	95.50	1.07	160,278	97.90	2.15
Mercury	53,622	98.70	1.04	138,688	98.50	1.86
Lincoln	31,233	100.00	0.60	92,600	100.00	1.24
Versailles	4,784	100.00	0.09	21,007	100.00	0.28
Mark VI	38,891	100.00	0.75	75,939	100.00	1.02
GENTRAL MOTORS	3,532,273	77.03	68.17	4,364,582	84.51	58.59
Buick Division	718,745	89.82	13.87	675,673	92.91	9.07
Skyhawk	5,101	61.30	0.09	14,561	62.90	0.20
Skylark	167,329	79.00	3.23	22,586	77.80	0.30
Century	135,218	91.10	2.61	45,859	82.10	0.62
Regal	199,274	92.80	3.85	255,173	93.30	3.43
Buick	163,202	97.00	3.15	285,318	97.10	3.82
Riviera	48,621	100.00	0.94	52,181	100.00	0.70
Cadillac Division	231,028	100.00	4.46	381,113	100.00	5.12
Seville	39,344	100.00	0.76	53,487	100.00	0.71
Cadillac	138,999	100.00	2.68	260,190	100.00	3.50
Eldorado	52,685	100.00	1.02	67,436	100.00	0.91
Chevrolet Division	1,287,210	63.46	24.84	1,691,064	74.53	22.70
Chevette	165,266	36.60	3.19	123,399	36.20	1.66
Monza	67,894	40.00	1.31	69,329	42.30	0.93
Camaro	107,175	70.05	2.07	220,993	78.20	2.97
Nova/Citation	388,264	62.20	7.49	115,591	61.70	1.55
Malibu/Chevelle	223,170	80.40	4.31	303,373	80.30	4.07
Monte Carlo	114,035	90.50	2.20	261,317	92.60	3.51
Chevrolet	180,792	97.00	3.49	526,093	95.10	7.06
Corvette	40,614	100.00	0.78	50,841	94.50	0.68
Sportvan*	....	....	....	20,128	74.00	0.27
Oldsmobile Division	781,398	92.20	15.08	963,536	94.28	12.93
Omega	97,652	72.70	1.88	17,978	72.20	0.24
Cutlass	403,603	95.60	7.78	478,065	94.20	6.42
Oldsmobile	232,132	97.00	4.48	406,284	96.90	5.45
Toronado	43,440	100.00	0.85	50,056	100.00	0.67
Starfire	4,571	55.50	0.09	11,153	54.90	0.15
Pontiac Division	513,892	75.73	9.92	653,191	85.36	8.77
Sunbird	67,486	47.17	1.30	46,832	47.90	0.63
Phoenix	123,449	69.24	2.38	17,049	68.47	0.23
Firebird	86,516	80.60	1.67	180,176	85.21	2.42
LeMans	53,581	87.52	1.04	99,289	88.10	1.99
Grand Prix	110,595	96.41	2.14	134,050	96.35	1.80
Pontiac	72,265	98.19	1.39	175,795	98.06	2.36
VOLKSWAGEN	91,539	41.00	1.77	48,456	36.50	0.65
Total Cars, U.S.	5,181,365	72.52	100.00	7,449,352	79.71	100.00

*—Voyager, Sportsman, Club Wagon and Sportvan are still in production. However, they began being counted by their respective manufacturers as trucks in '80, and so are excluded from the tally of '80-model car output.

Installation numbers are based on U. S. production only, with the exception of Chrysler's Cordoba and Mirada which were sourced only in Canada. The '80 model-year production total was 7,144,528 cars. This included 4,585,387 for General Motors, 1,373,582 for Ford Motor, 765,258 for Chrysler Corp., 199,613 for American Motors and 223,267 for Volkswagen.

Chrysler total includes 57,479 Cordobas and 34,214 Miradas built in Canada. It excludes 7,846 Caravelles, sourced in the U. S. but sold only in Canada.

Pontiac's production of 678,596 was used in computing GM's total. This excludes 19,651 Pontiac Acadian models, built in the U. S. but sold only in Canada.

DECORATIVE ROOF OPTIONS ON 1980 U. S. MODELS

	Vinyl Roofs	Percent of Output	Manual Slide Sunroof	Percent of Output	Electric Slide Sunroof	Percent of Output	Pop-Up Sunroof	Percent of Output	T-Roof	Percent of Output
AMERICAN MOTORS	73,666	37.23	N.A.	——	N.A.	——	5,103	2.58	N.A.	——
Eagle	20,482	44.20	N.A.	——	N.A.	——	1,016	2.20	N.A.	——
Concord	53,184	66.10	N.A.	——	N.A.	——	1,119	1.40	N.A.	——
Spirit	N.A.	——	N.A.	——	N.A.	——	2,968	4.20	N.A.	——
CHRYSLER CORP.	174,478	22.80	N.A.	——	2,618	0.34	10,034	1.31	1,880	0.25
C-P Division	119,654	26.46	N.A.	——	2,010	0.44	5,199	1.15	829	0.18
Horizon	N.A.	——	N.A.	——	N.A.	——	5,199	3.20	N.A.	——
Volare	11,855	10.80	N.A.	——	N.A.	——	N.A.	——	220	0.20
'80 Gran Fury	2,472	13.20	N.A.	——	2	0.00	N.A.	——	N.A.	——
Cordoba	43,799	76.20	N.A.	——	230	0.40	N.A.	——	460	0.80
Chrysler	23,699	81.40	N.A.	——	1,106	3.80	N.A.	——	N.A.	——
LeBaron	37,829	50.70	N.A.	——	672	0.90	N.A.	——	149	0.20
Dodge Total	54,824	17.51	N.A.	——	608	0.19	4,835	1.54	1,051	0.34
Omni	N.A.	——	N.A.	——	N.A.	——	4,835	3.50	N.A.	——
St. Regis	4,984	29.20	N.A.	——	170	1.00	N.A.	——	N.A.	——
Diplomat	19,159	50.20	N.A.	——	267	0.70	N.A.	——	76	0.20
Aspen	11,795	13.80	N.A.	——	N.A.	——	N.A.	——	85	0.10
Mirada	18,886	55.20	N.A.	——	171	0.50	N.A.	——	890	2.60
FORD MOTOR	455,374	33.15	N.A.	——	12,154	0.88	69,325	5.05	N.A.	——
Ford Division	262,610	26.77	N.A.	——	271	0.00	48,600	4.95	N.A.	——
Pinto	N.A.	——	N.A.	——	N.A.	——	3,492	2.80	N.A.	——
Mustang/Mustang II	17,907	6.60	N.A.	——	N.A.	——	30,931	11.40	N.A.	——
Fairmont	33,292	14.20	N.A.	——	N.A.	——	4,455	1.90	N.A.	——
Granada	36,533	40.40	N.A.	——	271	0.30	N.A.	——	N.A.	——
Thunderbird	127,638	81.40	N.A.	——	N.A.	——	9,722	6.20	N.A.	——
Ford	47,240	45.70	N.A.	——	N.A.	——	N.A.	——	N.A.	——
L-M Division	192,764	49.11	N.A.	——	11,883	3.03	20,725	5.28	N.A.	——
Bobcat	N.A.	——	N.A.	——	N.A.	——	1,454	5.90	N.A.	——
Capri	N.A.	——	N.A.	——	N.A.	——	13,597	17.00	N.A.	——
Zephyr	14,644	20.90	N.A.	——	N.A.	——	1,612	2.30	N.A.	——
Monarch	12,451	40.80	N.A.	——	183	0.60	N.A.	——	N.A.	——
Cougar/XR7	51,645	89.00	N.A.	——	N.A.	——	4,062	7.00	N.A.	——
Mercury	39,116	72.00	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Lincoln	31,233	100.00	N.A.	——	2,186	700	N.A.	——	N.A.	——
Versailles	4,784	100.00	N.A.	——	919	19.20	N.A.	——	N.A.	——
Mark VI	38,891	100.00	N.A.	——	8,595	22,10	N.A.	——	N.A.	——
GENERAL MOTORS	7,013,532	100.00	N.A.	——	73,877	1.61	48,241	1.05	120,107	2.62
Buick Division	260,231	32.52	N.A.	——	17,995	2.25	5,083	0.64	2,925	0.37
Skyhawk	N.A.	——	N.A.	——	N.A.	——	N.A.	——	366	4.40
Skylark	34,313	16.20	N.A.	——	N.A.	——	5,083	2.40	N.A.	——
Century	37,553	25.30	N.A.	——	1,781	1.20	N.A.	——	N.A.	——
Regal	87,214	40.60	N.A.	——	3,076	1.40	N.A.	——	2,559	1.20
Buick	69,923	41.60	N.A.	——	5,040	3.00	N.A.	——	N.A.	——
Riviera	31,228	64.20	N.A.	——	8,098	16.70	N.A.	——	N.A.	——
Cadillac Division	154,930	67.06	N.A.	——	23,859	10.33	N.A.	——	N.A.	——
Seville	N.A.	——	N.A.	——	6,184	15.70	N.A.	——	N.A.	——
Cadillac	127,698	91.87	N.A.	——	8,465	6.09	N.A.	——	N.A.	——
Eldorado	27,232	51.70	N.A.	——	9,210	17.50	N.A.	——	N.A.	——
Chevrolet Division	97,579	4.81	N.A.	——	4,883	0.24	24,722	1.22	69,803	3.44
Chevette	N.A.	——	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Monza	10,693	6.30	N.A.	——	N.A.	——	6,620	3.90	N.A.	——
Camaro	N.A.	——	N.A.	——	N.A.	——	N.A.	——	24,779	16.30
Citation	N.A.	——	N.A.	——	N.A.	——	18,102	2.90	N.A.	——
Malibu/Chevelle	18,042	6.50	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Monte Carlo	31,754	25.20	N.A.	——	2,646	2.10	N.A.	——	4,410	3.50
Chevrolet	37,090	19.90	N.A.	——	2,237	1.20	N.A.	——	N.A.	——
Corvette	N.A.	——	N.A.	——	N.A.	——	N.A.	——	40,614	100.00
Oldsmobile Division	377,428	44.53	N.A.	——	19,943	2.35	N.A.	——	9,230	1.09
Starfire	N.A.	——	N.A.	——	N.A.	——	N.A.	——	445	5.40
Omega	23,931	17.80	N.A.	——	N.A.	——	N.A.	——	3,861	2.90
Cutlass	177,239	42.00	N.A.	——	5,618	1.30	N.A.	——	4,924	1.20
Oldsmobile	149,679	62.50	N.A.	——	6,212	2.60	N.A.	——	N.A.	——
Toronado	26,579	61.20	N.A.	——	8,113	18.70	N.A.	——	N.A.	——
Pontiac Division	123,364	18.18	N.A.	——	7,197	1.06	18,436	2.72	38,149	5.62
Sunbird	9,743	6.81	N.A.	——	N.A.	——	13,477	9.42	N.A.	——
Phoenix	14,004	7.85	N.A.	——	N.A.	——	4,959	2.78	N.A.	——
Firebird	N.A.	——	N.A.	——	N.A.	——	N.A.	——	34,490	32.13
LeMans	4,678	7.64	N.A.	——	139	0.23	N.A.	——	N.A.	——
Grand Prix	56,600	49.34	N.A.	——	4,623	4.03	N.A.	——	3,659	3.19
Pontiac	38,339	51.84	N.A.	——	2,435	3.29	N.A.	——	N.A.	——
VOLKSWAGEN	N.A.	——	46,886	21.00	N.A.	——	N.A.	——	N.A.	——
Total Cars, U. S.	1,717,050	24.03	46,886	0.66	88,649	1.24	132,703	1.86	121,987	1.71

NOTE: Installation numbers are based on U. S. car production, with the exception of Chrysler's Cordoba and Mirada which were sourced only in Canada. The '80 production was 7,145,356. This included 4,585,387 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Corp.; 197,867 for American Motors and 223,267 for Volkswagen.

The Chrysler total includes 34,214 Miradas and 57,479 Cordobas. It excludes 7,846 Caravelles, sourced in the U. S. but sold only in Canada.

Similarly, the GM total excludes 19,651 Acadians, sourced in the U. S. but sold only in Canada.

The Plymouth Voyager, Dodge Sportsman, Ford Club Wagon and Chevrolet Sportvan are no longer included in domestic production, since manufacturers began counting them as trucks in '80.

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mostly without the aid of various kinds of optional roofs.

Pop-up sunroofs and manual sliding sunroofs are still holding their own generally because they are an inexpensive way to add something extra.

But vinyl roofs, electrically controlled sunroofs and T-roofs were down sharply on '80 model domestically-built cars.

Vinyl roofs in particular suffered a decline with the increasing popularity of two-tone paint combinations such as Cadillac Seville offers.

Last year, industrywide, only 1,717,050 vinyl roofs were installed in cars, accounting for 24.03 percent penetration. That was down sharply from 3,346,118, or 35.80 percent in '79.

Meanwhile, Volkswagen was the only domestic to offer a manual sliding roof, which accounted for 46,886 cars, or 21 percent of its production. It accounted for 0.66 percent of total industry output.

In '79, the option, offered by Oldsmobile and VW, accounted for 13,672 units, 0.03 percent of industry production.

Electrically operated sunroofs took a big beating, dropping to 88,649, or 1.24 percent of industry production, against 166,593, or 1.76 percent in '79.

While the option was offered by General Motors, Ford Motor and Chrysler Corp., it was not available on AMC or Volkswagen models.

Pop-up sunroofs showed a slight penetration increase, particularly at Ford Motor, though they were down on a volume basis.

Industrywide, they ended up on 132,703 cars, equal to 1.86 percent of production. That was up slightly from 1.61 percent in '79 on a volume of 150,836.

T-roofs are still fairly strong on selected sporty models, like Corvette where they accounted for 100 percent of production. But, by their nature, they continue to have a limited market.

Industrywide, T-roofs ended up on 121,987 cars, equal to 1.71 percent of production. That compared with 198,071, or 2.12 percent in '79.

General Motors and Chrysler offered T-roofs in '80, but they were not available on Ford Motor, American Motors or Volkswagen models.

Air conditioning installations too were down, and sales are still fairly strong, considering the economy.

Altogether, domestic car firms installed 5,181,365 air conditioning units in domestic cars, down sharply from the 7,449,352 units installed in '79 domestic models.

Penetration was off, with air conditioning units accounting for 72.52 percent of industry output, compared with 79.71 percent in '79.

Generally, penetration figures were off for all makes except Volkswagen.

VW's penetration, still lowest among domestic producers, climbed to 41 percent from 36.50 percent a year earlier. Altogether, VW installed air in 91,539 units, compared with 48,496 in '79.

American Motors installed air in 103,848 cars, or 52.02 percent of its production. Volume was up from 93,414 units, but below the 55.13 percent penetration of '79.

Chrysler Corp. installed air in 489,092 cars, equal to 63.91 percent of its production. That was down from 814,958, or 71.74 percent of

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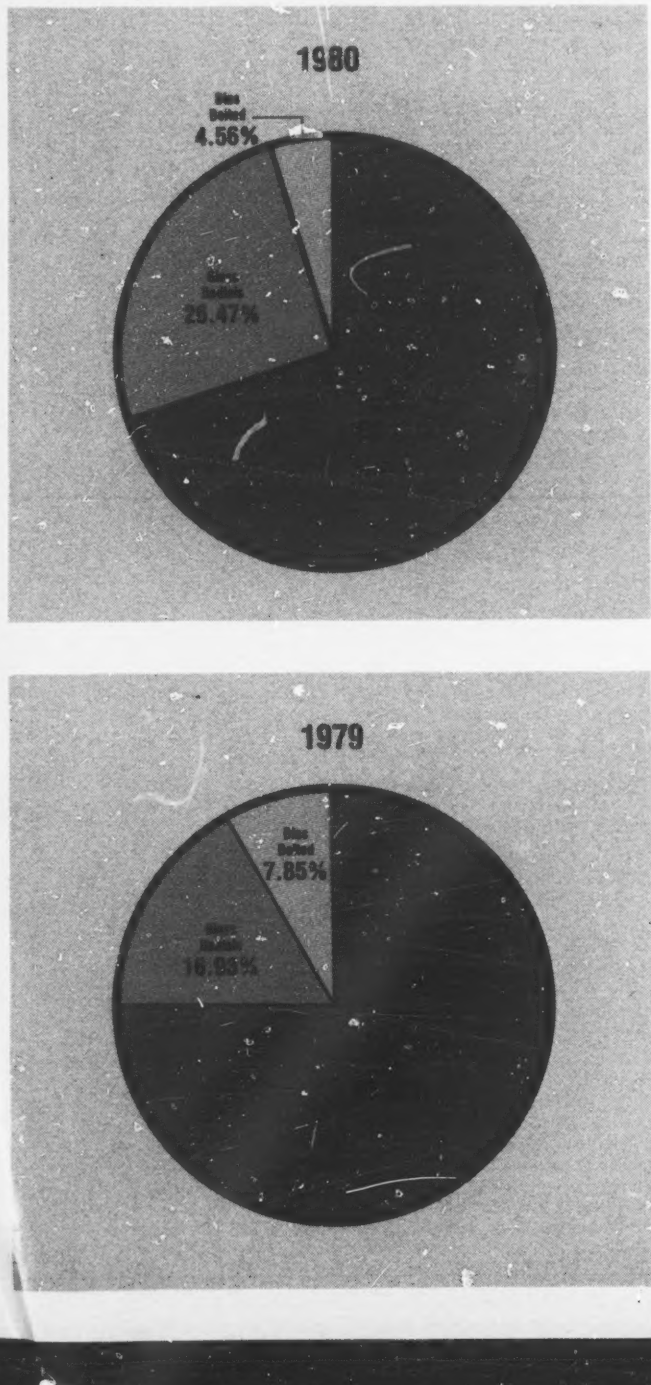
Factory Tire Installations By Type



TIRE OPTIONS ON '80 MODELS

	Steel Belted Radials	Percent of Output	Glass Belted Radials	Percent of Output	Bias Belted	Percent of Output	Whitewall and Raised Letter	Percent of Output
AMERICAN MOTORS	36,035	18.21	76,730	38.78	85,102	43.01	96,307	48.67
Eagle	24,618	53.10	21,761	46.90	N.A.	—	N.A.	—
Concord	8,931	11.10	32,665	40.60	38,860	48.30	70,616	87.80
Spirit	2,486	3.50	22,304	31.40	46,242	65.10	25,691	36.20
CHRYSLER CORP.	143,673	18.77	621,580	81.23	N.A.	—	708,243	92.55
C-P Total	84,610	18.71	367,572	81.29	N.A.	—	419,849	92.85
Horizon	42,082	25.90	120,396	74.10	N.A.	—	159,391	98.10
Volare	3,842	3.50	105,931	96.50	N.A.	—	93,307	85.00
'80 Gran Fury	618	3.30	18,106	96.70	N.A.	—	6,497	34.70
Cordoba	12,071	21.00	45,408	79.00	N.A.	—	57,479	100.00
Chrysler	11,820	40.60	17,294	59.40	N.A.	—	28,561	98.10
LeBaron	14,177	19.00	60,437	81.00	N.A.	—	74,614	100.00
Dodge Total	59,063	18.87	254,008	81.13	N.A.	—	288,394	92.12
Omni	36,473	26.40	101,682	73.60	N.A.	—	135,668	98.20
St. Regis	1,826	10.70	15,242	89.30	N.A.	—	7,356	43.10
Diplomat	6,259	16.40	31,907	83.60	N.A.	—	38,166	100.00
Aspen	2,393	2.80	83,075	97.20	N.A.	—	72,990	85.40
Mirada	12,112	35.40	22,102	64.60	N.A.	—	34,214	100.00
FORD MOTOR	1,373,582	100.00	N.A.	—	N.A.	—	1,177,971	85.76
Ford Division	981,098	100.00	N.A.	—	N.A.	—	844,937	86.12
Pinto	124,720	100.00	N.A.	—	N.A.	—	87,304	70.00
Mustang/Mustang II	271,322	100.00	N.A.	—	N.A.	—	243,647	89.80
Fairmont	234,454	100.00	N.A.	—	N.A.	—	189,908	81.00
Granada	90,429	100.00	N.A.	—	N.A.	—	82,019	90.70
Thunderbird	156,803	100.00	N.A.	—	N.A.	—	154,608	98.60
Ford	103,370	100.00	N.A.	—	N.A.	—	87,451	84.60
L-M Division	392,484	100.00	N.A.	—	N.A.	—	333,034	84.85
Bobcat	24,650	100.00	N.A.	—	N.A.	—	17,773	72.10
Capri	79,984	100.00	N.A.	—	N.A.	—	39,272	49.10
Zephyr	70,068	100.00	N.A.	—	N.A.	—	62,220	88.80
Monarch	30,518	100.00	N.A.	—	N.A.	—	29,175	95.60
Cougar/XR7	58,028	100.00	N.A.	—	N.A.	—	57,042	98.30
Mercury	54,328	100.00	N.A.	—	N.A.	—	52,644	96.90
Lincoln	31,233	100.00	N.A.	—	N.A.	—	31,233	100.00
Versailles	4,784	100.00	N.A.	—	N.A.	—	4,784	100.00
Mark VI	38,891	100.00	N.A.	—	N.A.	—	38,891	100.00
GENERAL MOTORS	3,153,571	68.77	1,192,848	26.01	238,968	5.22	4,135,758	90.19
Buick Division	619,311	77.40	179,091	22.38	1,764	0.28	624,562	78.05
Skyhawk	6,558	78.80	N.A.	—	1,764	21.20	6,175	74.20
Skylark	77,098	36.40	134,711	63.60	N.A.	—	69,262	32.70
Century	104,049	70.10	44,380	29.90	N.A.	—	121,563	81.90
Regal	214,735	100.00	N.A.	—	N.A.	—	212,373	98.90
Buick	168,250	100.00	N.A.	—	N.A.	—	166,568	99.00
Riviera	48,621	100.00	N.A.	—	N.A.	—	48,621	100.00
Cadillac Division	231,028	100.00	N.A.	—	N.A.	—	231,028	100.00
Seville	39,344	100.00	N.A.	—	N.A.	—	39,344	100.00
Cadillac	138,999	100.00	N.A.	—	N.A.	—	138,999	100.00
Eldorado	52,685	100.00	N.A.	—	N.A.	—	52,685	100.00
Chevrolet Division	1,064,838	52.50	827,478	40.80	135,790	6.70	1,824,204	89.95
Chevette	26,190	5.80	425,359	94.20	N.A.	—	411,813	91.20
Monza	33,947	20.80	N.A.	—	135,790	80.00	166,342	98.00
Camaro	152,021	100.00	N.A.	—	N.A.	—	147,612	97.10
Citation	321,473	51.50	302,747	48.50	N.A.	—	504,994	80.90
Malibu/Chevelle	178,203	64.20	99,372	35.80	N.A.	—	252,871	91.10
Monte Carlo	126,006	100.00	N.A.	—	N.A.	—	123,738	98.20
Chevrolet	186,384	100.00	N.A.	—	N.A.	—	177,438	95.20
Corvette	40,614	100.00	N.A.	—	N.A.	—	39,396	97.00
Oldsmobile Division	778,268	91.83	66,828	7.89	2,395	0.28	809,551	95.52
Starfire	5,842	70.90	N.A.	—	2,395	29.10	6,681	81.10
Omega	80,482	59.90	53,841	40.10	N.A.	—	116,128	86.50
Cutlass	409,192	96.90	12,987	3.10	N.A.	—	409,255	96.90
Oldsmobile	239,312	100.00	N.A.	—	N.A.	—	234,047	97.80
Toronado	43,440	100.00	N.A.	—	N.A.	—	43,440	100.00
Pontiac Division	460,126	67.81	119,451	17.60	99,019	14.59	646,413	95.26
Sunbird	44,051	30.79	N.A.	—	99,019	69.21	141,711	99.05
Phoenix	84,217	47.24	94,074	52.76	N.A.	—	156,834	87.97
Firebird	107,340	100.00	N.A.	—	N.A.	—	104,450	97.31
LeMans	35,846	58.55	25,377	41.45	N.A.	—	58,124	94.94
Grand Prix	114,714	100.00	N.A.	—	N.A.	—	113,074	98.57
Pontiac	73,958	100.00	N.A.	—	N.A.	—	72,220	97.65
VOLKSWAGEN	221,034	99.00	N.A.	—	2,233	1.00	22,326	10.00
Total Cars U. S.	4,927,895	68.97	1,891,158	26.47	326,303	4.56	6,140,605	85.94

NOTE: Installation numbers are based on U. S. car production only, with the exception of Chrysler's Cordoba and Mirada which were sourced in Canada only. The '80 production was 7,145,356. This included 4,585,387 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Corp.; 197,867 for American Motors and 223,267 for Volkswagen.

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output in '79.

Ford Motor installed air conditioning in 964,613 cars, equal to 70.23 percent of output. This was down from 2,127,902 units, or 77.29 percent in '79.

General Motors installed 3,532,273 air conditioners, equal to 77.03 percent of production. That was off from 4,364,582, or 84.51 percent in '79.

Of the total air conditioners installed industrywide, GM's share was 68.17 percent, up from 58.59 percent in '79; Ford Motor's share was 18.62 percent, down from 28.56 percent in '79; Chrysler's share was 9.44 percent, down from 10.95 percent in '79; American Motors' share was 2 percent, compared with 1.25 percent the previous year; Volkswagen's share was 1.77 percent, up from 0.65 percent.

COST OF OPERATING CARS IN U. S. AREAS

	Fixed Per Day	Running Per Mile
Portland, Oregon	$6.69	8.40c
San Francisco, California	7.38	9.85
Spokane, Washington	6.62	8.95
Sacramento, California	6.59	9.80
Boise, Idaho	6.21	8.85
Butte, Montana	6.59	8.85
Denver, Colorado	6.39	8.95
El Paso, Texas	6.22	8.10
Omaha, Nebraska	6.34	8.80
Dodge City, Kansas	6.23	7.45
Corpus Christi, Texas	6.06	7.40
Duluth, Monnesota	6.15	8.50
Des Moines, Iowa	6.20	7.50
Kansas City, Missouri	6.75	7.65
Joplin, Missouri	6.45	7.40
St. Louis, Missouri	7.17	7.85
Tulsa, Oklahoma	6.12	7.45
Ft. Smith, Arkansas	6.31	8.65
Houston, Texas	6.57	7.50
Jackson, Mississippi	6.34	9.20
New Orleans, Louisiana	7.13	8.75
Chicago, Illinois	6.76	7.90
Milwaukee, Wisconsin	6.38	7.70
Louisville, Kentucky	6.31	8.45
Nashville, Tennessee	5.83	8.70
Birmingham, Alabama	6.12	8.85
Traverse City, Michigan	5.85	8.90
Youngstown, Ohio	6.76	7.35
Syracuse, New York	6.37	8.65
Elmira, New York	6.22	7.50
Pittsburgh, Pennsylvania	6.45	8.60
Williamson, West Virginia	6.11	8.75
Chattanooga, Tennessee	6.15	8.75
Saratoga Springs, New York	6.46	8.50
New York, New York	7.39	8.85
Chelsea, Massachusetts	7.12	7.45
Bayonne, New Jersey	6.53	7.55
Norfolk, Virginia	6.21	7.75
Charleston, South Carolina	6.80	8.75
Miami, Florida	7.23	7.60

FOOTNOTES:

1. Costs based on representative 1981 Ford, Chevrolet, Plymouth-intermediates-6 cylinder-4 door sedan equipped with standard accessories, radio, automatic transmission, power steering and power disc brakes.

2. Per Day costs include depreciation (predicated on a 4 year trade-in cycle), state license fees and taxes, state sales and use taxes, financing costs and insurance premiums on $100 deductible fire and theft, $250 deductible collision, $100/300M bodily injury and $50M property damage—all based on a commutation category, where the vehicle is driven less than 10 miles to or from work and there is no youthful operator.

3. Per Mile costs include gasoline (based on no-lead regular), oil, normal preventive and repair maintenance, washing, greasing and tires.

4. Add a further depreciation allowance of four and four tenths cents (4.4c) per mile on mileage over 1,250 monthly.

SOURCE: RUNZHEIMER AND COMPANY, INC.
Runzheimer Park
Rochester, WI 53167
Management Consultants
Business Travel and Living Expenses

SOUND EQUIPMENT OPTIONS ON 1980 U. S. MODELS

	AM Radio	Percent of Output	AM/FM Radio	Percent of Output	AM/FM Stereo Radio	Percent of Output	Tape Player	Percent of Output	CB Radio	Percent of Output
AMERICAN MOTORS	90,489	45.73	NA	——	40,348	20.39	5,856	2.95	3,336	1.69
Eagle	11,919	25.70	NA	——	14,264	30.80	2,968	6.40	2,087	4.50
Concord	34,033	42.30	NA	——	16,333	20.30	1,609	2.00	965	1.20
Spirit	44,537	62.70	NA	——	9,731	13.70	1,279	1.80	284	0.40
CHRYSLER CORP.	292,463	38.22	196,015	25.61	130,303	17.03	37,866	4.95	4,492	0.58
C-P Division	165,887	36.69	110,903	24.53	82,583	18.26	28,441	6.29	3,323	0.73
Horizon	68,078	41.90	68,403	41.10	25,996	16.00	NA	——	NA	——
Volare	57,302	52.20	13,283	12.10	5,708	5.20	329	0.30	110	0.10
'80 Gran Fury	7,209	38.50	1,779	9.50	580	3.10	112	0.60	37	0.20
Cordoba	11,668	20.30	10,174	17.70	21,325	e37.10	11,611	20.20	1,207	2.10
Chrysler	3,872	13.30	3,610	12.40	9,724	33.40	8,181	28.10	1,223	4.20
LeBaron	17,758	23.80	13,654	18.30	19,250	25.80	8,208	11.00	746	1.00
Dodge Total	126,576	40.43	85,112	27.19	47,720	15.24	9,425	3.01	1,169	0.37
Omni	56,229	40.70	58,992	42.70	22,934	16.60	NA	——	NA	——
St. Regis	6,605	38.70	1,741	10.20	2,236	13.10	751	4.40	205	1.20
Diplomat	9,770	25.60	7,862	20.60	7,824	20.50	2,328	6.10	229	0.60
Aspen	45,384	53.10	10,256	12.00	3,333	3.90	598	0.70	85	0.10
Mirada	8,588	25.10	6,261	18.30	11,393	33.30	5,748	16.80	650	1.90
FORD MOTOR	447,540	32.58	91,035	6.63	344,985	25.12	186,224	13.56	24,171	1.76
Ford Division	375,987	38.32	67,533	6.88	188,635	19.23	81,262	8.28	4,964	0.51
Pinto	95,161	76.30	6,984	5.60	4,240	3.40	1,122	0.90	NA	——
Mustang/Mustang II	86,009	31.70	22,248	8.20	36,900	13.60	27,946	10.30	NA	——
Fairmont	103,629	44.20	18,991	8.10	25,087	10.70	8,206	3.50	NA	——
Granada	32,012	35.40	7,777	8.60	22,517	24.90	3,979	4.40	181	0.20
Thunderbird	27,441	17.50	5,331	3.40	68,053	43.40	28,225	18.00	2,509	1.60
Ford	31[illegible]5	30.70	6,202	6.00	31,838	30.80	11,784	11.40	2,274	2.20
L-M Division	7[illegible]3	18.23	23,502	5.99	156,350	39.84	104,962	26.74	19,207	4.89
Bobcat	1[illegible]43	52.10	2,712	11.00	1,775	7.20	641	2.60	NA	——
Capri	18,316	22.90	7,838	9.80	15,277	19.10	14,077	17.60	NA	——
Zephyr	23,963	34.20	7,567	10.80	14,014	20.00	5,255	7.50	NA	——
Monarch	8,545	28.00	3,296	10.80	9,003	29.50	2,441	8.00	122	0.40
Cougar/XR7	3,540	6.10	2,089	3.60	19,207	33.10	17,989	31.00	986	1.70
Mercury	4,346	8.00	NA	——	22,166	40.80	19,667	36.20	4,020	7.40
Lincoln	NA	——	NA	——	31,233	100.00	17,959	57.50	4,747	15.20
Versailles	NA	——	NA	——	4,784	100.00	3,287	68.70	737	15.40
Mark VI	NA	——	NA	——	38,891	100.00	23,646	60.80	8,595	22.10
GENERAL MOTORS	1,829,400	39.90	558,193	12.17	1,528,113	33.33	695,183	15.16	86,899	1.90
Buick Division	219,396	27.42	87,724	10.96	305,032	38.12	143,973	17.99	11,483	1.44
Skyhawk	4,119	49.50	1,972	23.70	1,381	16.60	408	4.90	NA	——
Skylark	96,373	45.50	35,160	16.60	50,622	23.90	22,664	10.70	NA	——
Century	66,051	44.50	21,077	14.20	47,794	32.20	5,493	3.70	594	0.40
Regal	35,860	16.70	19,756	9.20	94,698	44.10	30,707	14.30	1,074	0.50
Buick	16,993	10.10	9,759	5.80	61,916	36.80	62,757	37.30	6,898	4.10
Riviera	NA	——	NA	——	48,621	100.00	21,945	45.10	2,917	6.00
Cadillac Division	NA	——	NA	——	231,028	100.00	142,627	61.74	40,085	17.35
Seville	NA	——	NA	——	39,344	100.00	18,054	45.89	6,833	17.37
Cadillac	NA	——	NA	——	138,999	100.00	86,360	62.13	23,505	16.91
Eldorado	NA	——	NA	——	52,685	100.00	38,213	72.53	9,747	18.50
Chevrolet Division	1,168,815	57.63	313,698	15.47	370,548	18.27	127,435	6.28	9,210	0.45
Chevette	363,045	80.40	76,312	16.90	12,192	2.70	NA	——	NA	——
Monza	121,362	71.50	24,951	14.70	18,162	10.70	7,808	4.60	NA	——
Camaro	39,069	25.70	15,506	10.20	56,096	36.90	35,269	23.20	608	0.40
Citation	403,246	64.60	109,239	17.50	104,245	16.70	NA	——	2,497	0.40
Malibu/Chevelle	140,175	50.50	41,359	14.90	33,309	12.00	8,327	3.00	555	0.20
Monte Carlo	37,802	30.00	16,507	13.10	41,834	33.20	14,743	11.70	504	0.40
Chevrolet	64,116	34.40	28,890	15.50	65,234	35.00	30,381	16.30	2,609	1.40
Corvette	NA	——	934	2.30	39,476	97.20	30,907	76.10	2,437	6.00
Oldsmobile Division	181,923	21.47	70,420	8.31	336,720	39.73	180,306	21.28	21,952	2.59
Starfire	4,153	50.40	1,752	21.30	1,335	16.20	541	6.60	NA	——
Omega	64,957	48.40	21,120	15.70	31,708	23.60	12,644	9.40	1,050	0.80
Cutlass	96,698	22.90	38,298	9.10	146,262	34.60	63,757	15.10	2,635	0.60
Oldsmobile	16,115	6.70	9,250	3.90	113,975	47.60	72,414	30.30	12,669	5.30
Toronado	NA	——	NA	——	43,440	100.00	30,950	71.20	5,598	12.90
Pontiac Division	259,896	38.30	86,351	12.72	284,785	41.97	100,841	14.86	4,169	——
Sunbird	93,897	65.63	20,917	14.62	43,379	30.32	5,279	3.69	NA	——
Phoenix	86,261	48.38	33,756	18.93	54,640	30.65	16,328	9.16	1,149	0.64
Firebird	18,869	17.58	7,024	6.54	60,434	56.30	37,732	35.15	654	0.61
LeMans	24,631	40.23	10,060	16.43	17,804	29.08	3,715	6.10	234	0.38
Grand Prix	21,520	18.76	7,996	6.97	64,446	56.18	20,132	17.55	654	0.57
Pontiac	14,718	19.90	6,598	8.92	44,082	59.60	17,655	23.87	1,478	2.00
VOLKSWAGEN	64,747	29.00	82,609	37.00	37,955	17.00	17,861	8.00	NA	——
Total Cars, U. S.	2,724,639	38.13	927,852	12.99	2,081,704	29.13	942,989	13.20	118,898	1.66

NOTE: Installation numbers are based on U. S. car production only, with the exception of Chrysler's Cordoba and Mirada which were sourced in Canada only. The '80 production was 7,145,356. This included 4,585,387 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Corp.; 197,867 for American Motors and 223,267 for Volkswagen.

The Chrysler total includes 34,214 Miradas and 57,479 Cordobas. It excludes 7,846 Caravelles, sourced in the U. S. but sold only in Canada.

Similarly, the GM total excludes 19,651 Acadians, sourced in the U. S. but sold only in Canada.

The Plymouth Voyager, Dodge Sportsman, Ford Club Wagon and Chevrolet Sportvan are no longer included in domestic production, since manufacturers began counting them as trucks in '80.

SALES PER OUTLET

DOMESTIC AND IMPORTED CARS
TOP TEN

1980 Position	Make	1979 Position
1—541	Toyota	485— 2
2—496	Honda	488— 1
3—475	Datsun	445— 3
4—303	Chevrolet	364— 4
5—264	VW	274— 6
6—251	Oldsmobile	286— 5
7—239	Buick	234— 9
8—213	Mazda	213—10
9—204	Ford	267— 7
10—195	Pontiac	241— 8

TOP CARS

U. S. new-car registrations for the full year of 1980. Registrations not available for Oklahoma.

1980 Pos.	Make	1979 Pos.
1—1,725,874	Chevrolet	2,106,404— 1
2—1,046,887	Ford	1,475,178— 2
3— 807,000	Oldsmobile	931,836— 3
4— 707,544	Buick	687,182— 5
5— 612,794	Pontiac	774,525— 4
6— 560,090	Toyota	467,255— 7
7— 506,075	Datsun	444,531— 8
8— 351,342	Honda	338,726—10
9— 326,361	Mercury	498,326— 6
10— 255,232	VW	287,527—13
11— 250,556	Dodge	367,387— 9
12— 236,522	Plymouth	323,225—11
13— 212,557	Cadillac	307,897—12
14— 159,788	Mazda	147,489—16
15— 150,878	AMC	156,926—15
16— 138,385	Chrysler	243,842—14
17— 125,887	Subaru	98,200—18
18— 72,740	Lincoln	128,262—17
19— 67,929	Fiesta	76,919—19
20— 54,741	Arrow	....
21— 54,484	Volvo	53,847—22
22— 51,538	Mercedes	....
....	Colt	60,656—20
....	Fiat	57,627—21
282,074	Other Imports	318,276
3,659	Misc. Dom.	4,652
	Total All Makes	
8,760,937		10,356,695

Automotive News anaylsis of new-car registrations based on R. L. Polk & Co. statistical report.

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SALES PER OUTLET

U. S. MAKES

Sales per U.S. new-car franchise:

Position 1980		Position 1979
1—303	Chevrolet	364— 1
2—251	Oldsmobile	286— 2
3—239	Buick	234— 5
4—204	Ford	269— 3
5—195	Pontiac	241— 4
6—133	Cadillac	193— 6
7—117	Mercury	172— 7
8—108	Dodge	133— 8
9— 97	Plymouth	110— 9
10— 88	American Motors	97—10
11— 50	Chrysler	76—12
12— 45	Lincoln	80—11
13— 6	Imperial	—

MODELS: 1942-1981

Number of models offered by U. S. auto makers, 1942 to 1981:

1942	276
1946	160
1947	182
1948	201
1949	205
1950	243
1951	243
1952	224
1953	210
1954	240
1955	216
1956	232
1957	245
1958	263
1959	239
1960	244
1961	260
1962	296
1963	336
1964	336
1965	348
1966	368
1967	370
1968	368
1969	365
1970	375
1971	341
1972	297
1973	304
1974	302
1975	325
1976	294
1977	275
1978	259
1979	268
1980	252
1981	244

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Dealers: Squeezed by high operating costs and soaring interest rates in 1980

By Francis J. Gawronski
SERVICE EDITOR

Although there are some indications that new-car sales may be on the upswing in the coming months, new-car dealers may still be hard pressed to show any great improvement in profits, especially with the continuing high cost of borrowing money and steadily increasing operating costs.

Dealers must turn to other segments of the dealership, such as service, parts and accessories, and leasing, and develop them into revenue producers in a determined effort to bolster sales and profits in the coming years.

The automobile manufacturers, realizing the plight of new-car dealers, are encouraging them to reexamine their service and parts departments and not to look upon them as profit drains but as profit builders and centers that will carry them not only over the current economic crisis but also through the ensuing years.

Some factories are pushing programs that help dealers take a new, serious look at other areas of their dealerships.

One such program recently announced by an auto maker is targeted at improving a dealership's parts sales volume, cash flow, profits and return on investments.

Dealers also should give serious thought about penetrating the automotive aftermarket where overall growth is projected at 10 percent annually, climbing from $175. 4 billion in 1981 to $256.4 billion in 1985.

As of Jan. 1, 1981, there were 21,772 franchised dealerships in the U. S. These dealers did $23,629 million in service and parts business in 1980, an increase of 6.4 percent over the previous year.

U. S. CAR OUTLETS

	Jan. 1, 1981	Jan. 1, 1980
American Motors	1,663	1,701
Chrysler Corp.	3,823	4,419
Ford Motor Co.	5,961	6,514
General Motors	11,060	11,425
TOTALS	22,507	24,059
Minus Intercorporate Duals	735	680
NET OUTLETS	21,772	23,379

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NUMBER OF AUTO REPAIR FACILITIES

1980

Dealers	26,600
Auto Repair Shops*	170,000
TBA	18,850
Other Auto, Home Supply Stores	1,860
Gasoline Stations	70,000
General Merchandise Stores	3,500
All Others	1,430
TOTAL	292,240

*—Includes independent and franchised repair shops.

NOTE: In all categories other than Dealers and Auto Repair Shops, the number of establishments selling auto parts and accessories exceeds number selling service. When the difference is added to the above total, the resulting figure is 331,090.

Source: NADA Economic Analysis Department

RETAIL OUTLETS

U. S. CARS, 1947-1981

Date	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1947	45,580	
Jan. 1, 1948	46,092	+1.12
Jan. 1, 1949	49,173	+6.68
Jan. 1, 1950	46,821	−4.78
Jan. 1, 1951	47,543	+1.54
Jan. 1, 1952	46,014	−3.22
Jan. 1, 1953	45,191	−1.79
Jan. 1, 1954	41,910	−7.26
Jan. 1, 1955	40,374	−3.66
Jan. 1, 1956	41,018	+1.60
Jan. 1, 1957	37,982	−7.40
Jan. 1, 1958	37,188	−2.09
Jan. 1, 1959	35,077	−5.68
Jan. 1, 1960	33,658	−4.05
Jan. 1, 1961	32,482	−3.49
Jan. 1, 1962	31,331	−3.54
Jan. 1, 1963	30,853	−1.53
Jan. 1, 1964	30,827	−0.08
Jan. 1, 1965	30,691	−0.44
Jan. 1, 1966	30,278	−1.35
Jan. 1, 1967	28,422	−6.14
Jan. 1, 1968	27,784	−2.24
Jan. 1, 1969	27,486	−1.07
Jan. 1, 1970	27,071	−1.51
Jan. 1, 1971	26,126	−3.49
Jan. 1, 1972	25,621	−1.93
Jan. 1, 1973	25,441	−0.70
Jan. 1, 1974	25,349	−0.36
Jan. 1, 1975	24,980	−1.46
Jan. 1, 1976	24,453	−2.11
Jan. 1, 1977	24,268	−0.76
Jan. 1, 1978	24,147	−0.50
Jan. 1, 1979	24,051	−0.40
Jan. 1, 1980	23,379	−2.79
Jan. 1, 1981	21,772	—6.87

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FRANCHISED NEW CAR AND TRUCK DEALER PARTS AND SERVICE

(MILLIONS OF DOLLARS)

	1978	1979	1980	% Change 1979 to 1980
Service Labor Sales				
Customer Mechanical	3,692	3,927	4,255	+ 8.4
Customer Body	1,984	2,108	2,371	+12.5
Warranty	1,132	1,253	1,334	+ 6.5
Sublet	685	756	699	− 7.5
Internal	1,043	1,133	1,048	− 7.5
Other Sales	715	795	868	+ 9.2
Total Service Labor	9,229	9,942	10,585	+ 6.5
Parts Sales				
Customer Mechanical	3,195	3,498	3,574	+ 2.2
Customer Body	1,186	1,313	1,330	+ 1.3
Wholesale	3,306	3,584	4,096	+14.3
Counter	998	1,068	1,161	+ 8.7
Warranty	1,096	1,228	1,304	+ 6.2
Internal	1,020	1,092	1,083	− 0.8
Other Sales	428	491	509	+ 3.7
Total Parts	11,235	12,275	13,043	+ 6.3
Total Service & Parts	20,464	22,217	23,629	+ 6.4

SOURCE: NADA Economic Analysis Department

COMPARATIVE STATEMENT OF AVERAGE PER-UNIT PER-MONTH COSTS

(Non-Finance Lease)

YEARS 1980 AND 1979

	1980	1979	Increase Amount	Increase Percentage	Percentage of Total
Operating costs:					
Depreciation	$149.72	$134.66	$15.06	11.2%	53.2%
Repairs and maintenance	30.41	30.15	.26	.9	.9
Insurance	14.32	13.69	.63	4.6	2.2
License tags and taxes	7.82	7.40	.42	5.7	1.5
Interest	45.74	34.51	11.23	32.5	39.7
Delivery	2.64	2.90	−.26	−9.0	−.9
Total operating costs	250.65	223.31	27.34	12.2	96.6
General and administrative	25.64	24.67	.97	3.9	3.4
Total costs	$276.29	$247.98	$28.31	11.4%	100.0%
Average months in operation	27.4	26.6			

Source: American Automotive Leasing Assn.

RETAIL OUTLETS, U. S. MAKES OF PASSENGER CARS 1981 VS. 1980

(Estimated by Automotive News)

	Jan. 1, 1981 Exclusives (within Corp.)	Jan. 1, 1981 Multiples (within Corp.)	Jan. 1, 1981 Total Franchises	Jan. 1, 1981 Net Dealers	Jan. 1, 1980 Exclusives (within Corp.)	Jan. 1, 1980 Multiples (within Corp.)	Jan. 1, 1980 Total Franchises	Jan. 1, 1980 Net Dealers
AMERICAN MOTORS	1,663	0	1,663	1,663	1,701	0	1,701	1,701
CHRYSLER CORP.	1,153	6,759	7,912	3,823	1,346	7,162	8,508	4,419
Chrysler	0	2,668	2,668		0	3,071	3,071	
Dodge	1,130	1,221	2,351		1,314	1,330	2,644	
Imperial	0	411	411		0	0	0	
Plymouth	23	2,459	2,482		32	2,761	2,793	
FORD MOTOR CO.	3,267	5,996	9,263	5,961	3,604	6,430	10,034	6,514
Ford	3,245	1,825	5,070		3,578	1,909	5,487	
Lincoln	0	1,477	1,477		0	1,612	1,612	
Mercury	22	2,694	2,716		26	2,909	2,935	
GENERAL MOTORS	6,185	10,445	16,630	11,060	6,470	10,620	17,090	11,425
Buick	845	2,140	2,985		865	2,185	3,050	
Cadillac	280	1,325	1,605		285	1,345	1,630	
Chevrolet	3,585	2,090	5,675		3,785	2,090	5,875	
Oldsmobile	725	2,525	3,250		740	2,575	3,315	
Pontiac	750	2,365	3,115		795	2,425	3,220	
TOTALS	12,268	23,200	35,468	22,507	13,121	24,212	37,333	24,059
Minus Intercorporate Duals				735				680
NET DEALERS				21,772				23,379

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Managers of State and Local Dealer Associations

E. Carl Warren

AKRON
Akron Automobile Dealers Assn., 688 Wolf Ledges Pkwy., Box 2244, Akron, O. 44309. Phone 216/434-3134. E. CARL WARREN, exec. secy.

•

ALABAMA
Automobile Dealers Association of Alabama, Inc., 1112 Bell Bldg., Montgomery, Ala. 36197. HAROLD E. STREETMAN, exec. vice pres.

Harold E. Streetman

Keith L. Andresen

ARIZONA
Arizona Automobile Dealers Assn., 2622 N. 16th St., P.O. Box 5438, Phoenix, Ariz. 85010. KEITH L. ANDRESEN, exec. vice pres.

•

ARKANSAS
Arkansas Automobile Dealers Assn., Inc., P.O. Box 3707, Little Rock, Ark. 72203. DENNIS E. JUNGMEYER, exec. vice pres.

Dennis E. Jungmeyer

Richard K. Welte

BUFFALO
Niagara Frontier Automobile Dealers Assn., Inc., 1144 Wehrle Dr., Williamsville, N. Y. 14221. RICHARD K. WELTE, exec. vice pres.

•

NORTH CALIFORNIA
Northern Calif. Motor Car Dealers Assn., Inc., 1244 Larkin St., San Francisco, Calif. 94109. STEPHEN F. SNOW, exec. vice pres.

Stephen F. Snow

Jay Gorman

SOUTH CALIFORNIA
Motor Car Dealers Assn. of Southern California, 5757 W. Century Blvd., Suite 310, Los Angeles, Calif. 90045. JAY GORMAN, exec. vice pres.

•

CANADA
Federation of Automobile Dealer Assns. of Canada, 2 Sheppard Ave. E., Suite 1902, Willowdale, Ont. M2N 5Y7. KENNETH R. GRAYDON, exec. vice pres.

Kenneth R. Graydon

Ross E. Kelsey

CHICAGO
Chicago Automobile Trade Assn., O'Hare Plaza, 5725 East River Rd., Chicago, Ill. 60631. ROSS E. KELSEY, exec. vice pres.

•

CINCINNATI
Cincinnati Automobile Dealers Assn., 125 E. Ninth St., Cincinnati, O. 45202. CARL A. TEDESCO, exec. vice pres.

Carl A. Tedesco

NADA presidents

1981—Wendell H. Miller
Dodge-Honda
Lincoln-Mercury
Binghampton, N. Y.

1980—George S. Irvin
Chevrolet-Subaru,
BMW and Mercedes-Benz
Denver, Colo.

1979—William C. Doenges
Ford-Toyota
Bartlesville, Okla.

1978—Robert P. Mallon
Ford
Tacoma, Wash.

1977—Reed T. Draper
Chevrolet
Saginaw, Mich.

1976—John J. Pohanka
Oldsmobile-Fiat-Honda
Marlow Heights, Md.

1975—William E. Hancock Jr.
Buick-Opel
Columbia, S. C.

1974—Hugh R. Gibson
Ford
Cleveland, O.

1973—John S. Hinckley
Dodge
Ogden, Utah

1972—Charles J. Whittey
Chrysler-Plymouth
Bismarck, N. D.

1971—Warren J. McEleney
Chevrolet-Oldsmobile-Cadillac
Clinton, Ia.

1970—Sam H. White
Oldsmobile
Houston, Tex.

1969—Lyman W. Slack
Chevrolet
Portland, Ore.

1968—T. A. Williams Sr.
Chevrolet
Greensboro, N. C.

1967—William E. Voyce Jr.
Ford
Baltimore, Md.

1966—S. E. Kossman
Buick-Cadillac-Pontiac-GMC-Rambler-Jeep
Cleveland, Miss.

1965—Peter Val Preda
Oldsmobile-Cadillac
Burlington, Vt.

1964—C. Ed Flandro
Ford, Lincoln-Mercury
Pocatello, Idaho

1963—John H. Lander
Rambler
Atlanta, Ga.

1962—Thomas F. Abbott Jr.
Pontiac-Rambler
Fort Worth, Tex.

1961—Walter B. Cooper
Chevrolet
Fort Collins, Colo.

1960—Birkett Williams
Ford
Cleveland

1959—H. L. Galles
Chevrolet-Cadillac-Oldsmobile
Albuquerque, N. M.

1958—Dean Chaffin
Chevrolet-Buick
Bozeman, Mont.

1957—Frederick M. Sutter
Dodge-Plymouth
Columbus, Ind.

1956—Carl E. Fribley
Pontiac-Cadillac-GMC
Norwich, N. Y.

1955—Frank H. Yarnall
Chevrolet, Chicago

1954—Charles C. Freed
DeSoto-Plymouth
Salt Lake City

1953—Robert S. Armacost
Studebaker
Kansas City

1952—J. Saxton Lloyd
Buick-Cadillac
Daytona Beach, Fla.

1951—R. D. McKay
Chrysler-Plymouth
Wichita

1950—Fred L. Haller
Hudson, Washington

1949—George F. Ziesmer
Ford
Mankato, Minn.

1948—Ben T. Wright
Lincoln-Mercury
Chicago

1947—M. O. Anderson
Buick, Seattle

1945-46—W. L. Mallon
Pontiac
Newark, N. J.

1944—D. G. Kelly
Dodge-Plymouth
Grand Forks, N. D.

1942-43—D. E. Castles
Buick, St. Louis

1942—Harry Sommers
Chrysler-Plymouth, Atlanta

1941—L. Clare Cargile
Chevrolet, Texarkana, Ark.

1939-40—Stanley H. Horner
Buick, Washington

1938—J. W. Roby
Shreveport, La.

1936-37—E. M. Lied
Omaha

1933-35—F. W. A. Vesper
St. Louis

1932—Floris Nagelvoort
Seattle

1931—F. J. Edwards
Milwaukee

1930—J. R. Histed
Beverly Hills, Calif.

1929—W. E. Griffith
San Francisco

1928—C. C. Coddington
Charlotte, N. C.

1927—W. L. Hughson
San Francisco

1926—C. B. Warren
New York

1925—Charles E. Gambill
San Marino, Calif.

1924—John L. Butler
Los Angeles

1923—G. G. G. Peckham
Cleveland

1922—Thomas J. Hay
Chicago

1922—W. J. Brace
Kansas City

1921—Jesse A. Smith
Milwaukee

1920—H. B. Harper
Rosemont, Pa.

1918-19—F. W. A. Vesper
St. Louis

1917—George W. Browne
Milwaukee

U. S. NEW-CAR INVENTORIES

(Compiled by Automotive News)

	Count Unit	Supply Days
1975		
January 1	1,654,500	96
February 1	1,639,423	92
March 1	1,474,162	66
April 1	1,472,700	73
May 1	1,566,702	79
June 1	1,585,464	68
July 1	1,604,841	65
August 1	1,455,675	59
September 1	1,435,332	70
October 1	1,497,624	63
November 1	1,492,391	52
December 1	1,423,568	52
1976		
January 1	1,418,591	62
February 1	1,501,929	66
March 1	1,566,934	58
April 1	1,591,012	53
May 1	1,612,176	53
June 1	1,607,107	50½
July 1	1,659,942	52
August 1	1,455,336	42
September 1	1,304,146	51
October 1	1,414,864	55
November 1	1,377,997	48½
December 1	1,423,150	49½
1977		
January 1	1,464,657	55
February 1	1,535,279	66
March 1	1,645,127	59
April 1	1,697,158	51
May 1	1,696,984	53½
June 1	1,746,603	52½
July 1	1,805,829	51
August 1	1,762,740	60
September 1	1,526,874	57
October 1	1,628,237	62
November 1	1,629,347	49
December 1	1,709,015	58
1978		
January 1	1,730,914	70
February 1	1,887,540	86½
March 1	1,951,780	74½
April 1	1,991,003	61
May 1	2,007,914	61
June 1	1,970,221	58
July	1,911,089	53
August 1	1,724,195	52
September 1	1,510,410	57
October 1	1,606,309	54
November 1	1,629,382	48
December 1	1,717,908	56
1979		
January 1	1,729,221	67
February 1	1,872,697	76
March 1	1,957,340	69½
April 1	1,974,082	62
May 1	1,913,597	62
June 1	2,033,997	66
July 1	2,152,834	80
August 1	2,026,315	73½
September 1	1,752,661	67
October 1	1,751,694	70
November 1	1,743,012	65
December 1	1,767,097	73½
1980		
January 1	1,661,718	75
February 1	1,598,548	71
March 1	1,610,544	68
April 1	1,567,187	61
May 1	1,584,804	76
June 1	1,597,866	83
July 1	1,627,857	80
August 1	1,506,681	72
September 1	1,336,595	69
October 1	1,373,383	71
November 1	1,389,549	56½
December 1	1,439,998	65
January 1	1,448,450	80
February 1	1,421,023	78½
March 1	1,334,919	59
April 1	1,216,068	44

TOTAL SERVICE AND PARTS MARKET

(IN BILLIONS OF DOLLARS)

	Total	Franchised New Car & Truck Dealers	Automotive Repair Shops*	Gasoline Service Stations	TBA Dealers	General Merchandise Stores	All Others**
1976	47.9	16.5	12.1	4.9	8.8	4.3	1.3
1977	53.2	18.8	13.4	5.1	9.6	4.9	1.4
1978	59.7	20.5	15.2	5.4	11.6	5.5	1.5
1979	66.8	22.2	17.7	5.9	13.5	6.0	1.5
1980	71.7	23.6	18.7	6.4	15.2	6.3	1.5

*—Includes independent and franchised repair shops.

**—Includes non-franchised dealers, farm equipment dealers, and fleet shops

NOTE: Revenue for each type of repair facility includes tire sales.

SOURCE: NADA Economic Analysis Department and U. S. Bureau of Census

1980 SERVICE AND PARTS MARKET

	Total Including Tires	Percent of Total	Tire Sales**	Total Excluding Tires	Percent of Total
Dealers	$23.6	32.9	.26	$23.3	39.6
Auto Repair Shops*	18.7	26.1	.38	18.32	31.1
TBA	15.2	21.2	7.2	8.0	13.6
Gas Stations	6.4	8.9	1.5	4.9	8.3
General Merchandise	6.3	8.8	3.5	2.8	4.8
All Others	1.5	2.2	—	1.5	2.6
TOTAL	$71.7	100.0	$12.8	$58.8	100.0

*—Includes independent and franchised repair shops.

**—Data derived from Modern Tire Dealer.

Source: NADA Economic Analysis Department

NEW CAR ORDERS BY U. S. FLEETS

(Percentage of cars being ordered)

Car Size	Top	Line Middle	Bottom	Total
Sub-Compact	—	*	1	1
Compact	14	31	7	52
Mid-Size	17	19	3	39
Large	5	2	*	7
Canadian Fleets				
Sub-Compact	—	—	—	—
Compact	8	5	*	13
Mid-Size	7	51	16	74
Large	4	10	—	14

*—Mentioned, but less than ½ of one percent.

NAFA Car Categories

Sub-Compact: Wheelbase of less than 100 inches and a curb weight of under 2,500 pounds.

Compact or Small: Wheelbase between 100 and 106 inches and a curb weight of between 2,500 and 3,000 pounds.

Mid-Size: Wheelbase of between 106 and 114 inches with a curb weight of between 3,001 and 3,500 pounds.

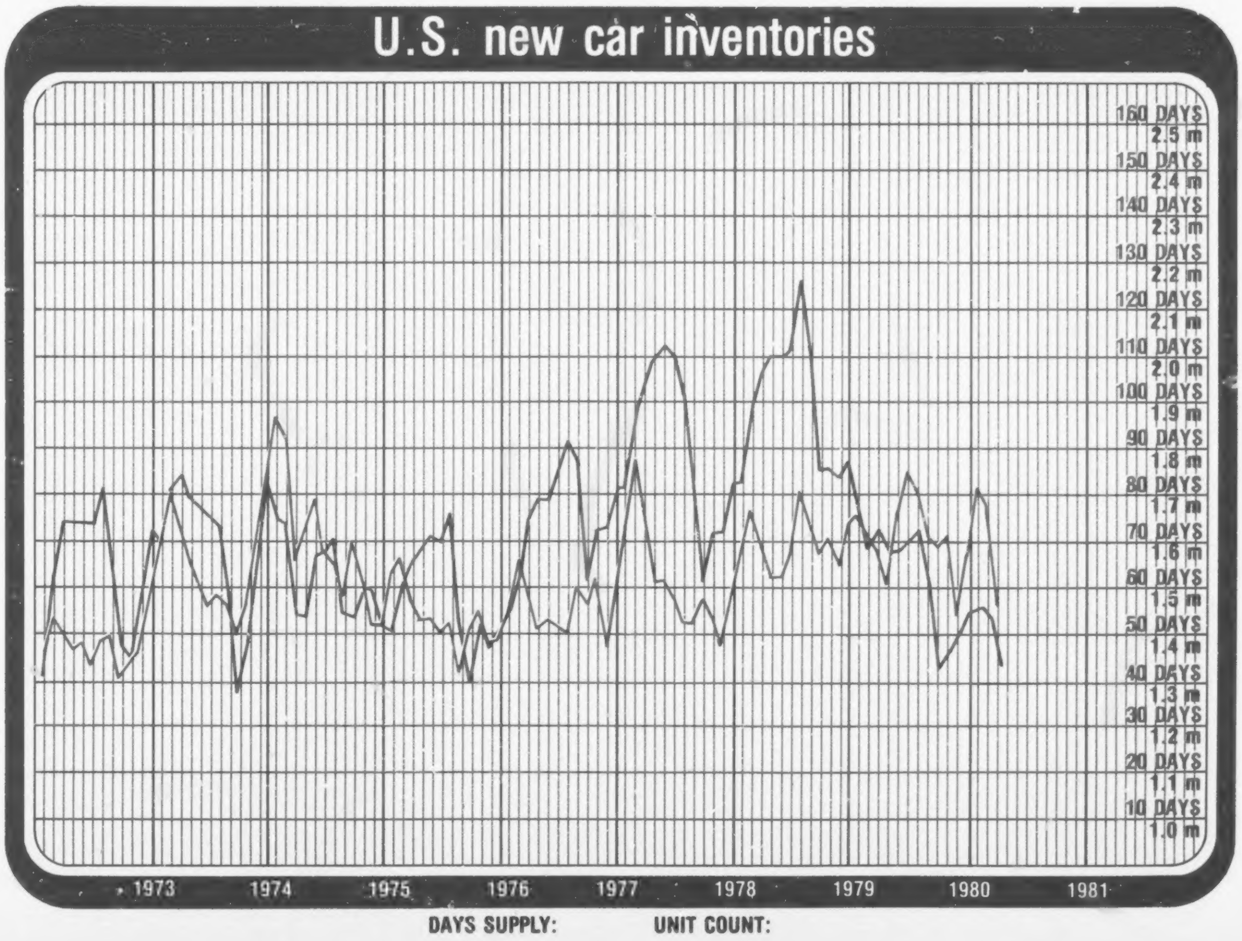
Large: Wheelbase of more than 114 inches and a curb weight of more than 3,501 pounds.

An analysis of manufacturers' specifications reveals that almost all cars fall completely into one of these categories. However, if both wheelbase and weight do not fit a category, the determining factor is the car's weight.

Source: National Assn. of Fleet Administration

NAFA FLEETS BY SIZE CLASS

Car Size	1978	1979	1980 New Car Orders
Subcompact	NA	1	2
Compact	7	26	52
Mid-Size	65	56	38
Large	28	17	8
Comparison of New Car Orders			
Subcompact	NA	NA	2
Compact	4	6	52
Mid-Size	81	71	38
Large	15	23	8



Used-car scene mixed

Prices continue upward climb, but sales volume drops in 1980

By Richard A. Wright
Assistant Managing Editor

Used-car sales declined during 1980 as new-car dealers received far fewer tradeins because of the decline in new-car sales. As a result, used-car prices gathered strength through the year and into 1981.

The average sold price at wholesale auctions in March, 1981, was almost $1,000 more than it was a year earlier. Interestingly, the biggest gains were not in late-model cars, but in three and four-year-old units. This could mean the price on clean late-model units was getting too close to the level of new cars.

The NADA says that the used vehicle department accounts for almost 20 percent of the average new-car dealers' total sales volume.

An estimated 32 percent of the total used car market is accounted for by franchised new-car dealers, with independent used-car dealers accounting for about 13 percent and the remaining 55 percent private transactions.

U. S. government figures indicate that private transactions are taking a growing share of the used-car market. The U. S. says private deals accounted for only 43 percent of the retail used-car market in 1973.

In addition to an estimated 7.3 million used cars retailed by new-car dealers in 1980—in 1979, they retailed more than 8.8 million — franchised dealers wholesaled some 2.7 million units, most of them through auctions. In 1970, members of the National Auto Auction Assn. moved only about one million cars through their lanes.

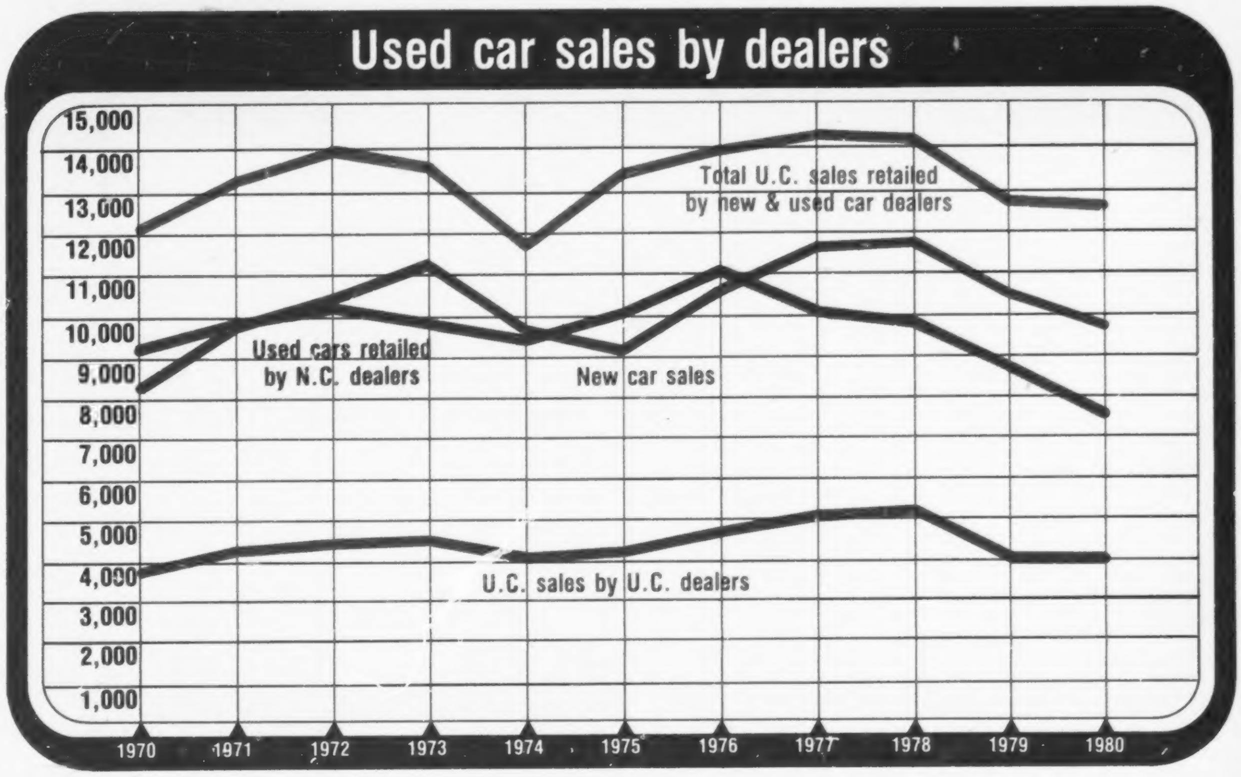
While the average selling price of used cars was rising during 1980, gross profits realized by dealers remained about the same. In December of 1979, for example, the average used unit sold by a new-car dealer cost $3,269, compared with $3,133 a year earlier. But the gross profit was $444, just $2 more than a year earlier.

USED VEHICLE RETAIL SALES BY NEW AND USED-CAR DEALERS

Year	New-Car Dealers	Used-Car Dealers	Total
1970	9,250,000	2,950,000	12,200,000
1971	9,960,000	3,440,000	13,400,000
1972	10,300,000	3,730,000	14,030,000
1973	9,940,000	3,890,000	13,830,000
1974	8,630,000	3,230,000	11,860,000
1975	9,140,000	3,360,000	12,500,000
1976	10,040,000	3,980,000	14,020,000
1977	10,100,000	4,290,000	14,390,000
1978	9,903,000	4,390,000	14,293,000
1979	8,804,000	4,180,000	12,984,000
1980*	8,670,000	4,150,000	12,820,000

*—Estimated

SOURCE: NADA



TREND IN PRICES OF USED CARS

Average 'sold' prices at wholesale auctions

1981

Month	Price
March	$4,076
Feb.	4,076
Jan.	3,981

1980

Month	Price	Month	Price
Dec.	$3,589	June	$3,349
Nov.	3,795	May	3,183
Oct.	3,665	April	3,102
Sept.	3,545	March	3,112
Aug.	3,649	Feb.	3,207
July	3,289	Jan.	3,175

1979

Month	Price	Month	Price
Dec.	$3,262	June	3,120
Nov.	3,293	May	3,023
Oct.	3,266	April	3,227
Sept.	3,133	March	3,303
Aug.	3,231	Feb.	3,462
July	2,913	Jan.	3,373

1978

Month	Price	Month	Price
Dec.	$3,271	June	$3,172
Nov.	3,162	May	3,326
Oct.	3,139	April	3,271
Sept.	3,168	March	3,167
Aug.	3,386	Feb.	3,048
July	3,210	Jan.	2,840

1977

Month	Price	Month	Price
Dec.	$2,669	June	$2,687
Nov.	2,889	May	2,796
Oct.	2,755	April	2,913
Sept.	2,642	Mar.	2,998
Aug.	2,617	Feb	2,838
July	2,489	Jan.	2,563

1976

Month	Price	Month	Price
Dec.	$2,692	June	$2,716
Nov.	2,802	May	2,786
Oct.	2,708	April	2,496
Sept.	2,563	Mar.	2,351
Aug.	2,787	Feb.	2,422
July	2,506	Jan.	2,263

1975

Month	Price	Month	Price
Dec.	$2,040	June	$2,271
Nov.	2,041	May	2,070
Oct.	2,054	April	2,187
Sept.	2,171	March	1,916
Aug.	2,127	Feb.	1,979
July	2,232	Jan.	2,075

1974

Month	Price	Month	Price
Dec.	$1,742	June	$2,113
Nov.	2,057	May	1,951
Oct.	1,981	April	1,875
Sept.	2,003	March	1,843
Aug.	2,031	Feb.	1,738
July	2,027	Jan.	1,552

1973

Month	Price	Month	Price
Dec.	$1,568	June	$1,629
Nov.	1,682	May	1,679
Oct.	1,659	April	1,762
Sept.	1,637	March	1,700
Aug.	1,734	Feb.	1,833
July	1,587	Jan.	1,762

1972

Month	Price	Month	Price
Dec.	$1,293	June	$1,554
Nov.	1,345	May	1,614
Oct.	1,443	April	1,651
Sept.	1,527	March	1,643
Aug.	1,510	Feb.	1,663
July	1,525	Jan.	1,760

1979-80 PRICE AVERAGES BY MONTH AT AUCTIONS

1979	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1979	$7,866	$7,751	$7,410	$6,270	$6,070	$6,095	$6,238	$5,663	$5,714	$5,702	$5,566	$5,608
1978	5,199	5,365	4,705	4,762	4,337	4,259	4,171	4,146	4,347	4,484	[illegible],028	3,741
1977	4,150	4,264	3,933	3,693	3,299	3,352	3,031	3,262	3,277	3,639	3,179	3,043
1976	3,131	3,074	2,951	2,810	2,488	2,647	2,460	2,599	2,447	2,592	2,433	2,297
1975	2,347	2,427	2,217	2,140	1,927	2,001	1,897	1,938	1,867	1,727	1,870	1,828
1974	1,780	1,809	1,680	1,579	1,511	1,575	1,437	1,447	1,399	1,431	1,450	1,409
1973	1,379	1,288	1,281	1,240	1,136	1,234	985	1,110	1,106	1,147	1,106	1,120
1972	1,002	1,109	1,028	988	886	995	936	897	985	971	976	975
Overall Average	$3,373	$3,462	$3,303	$3,227	$3,023	$3,120	$2,913	$3,231	$3,133	$3,266	$3,293	$3,262

1980	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1980	$6,187	$6,313	$6,799	$6,322	$6,050	$5,821	$5,662	$6,516	$6,350	$6,311	$6,088	$5,576
1979	5,414	5,151	5,108	4,940	4,610	4,650	4,900	5,022	4,787	5,021	5,015	4,708
1978	3,591	3,755	3,533	3,441	3,498	3,501	3,631	3,806	3,841	3,793	3,879	3,610
1977	2,730	2,790	2,691	2,642	2,578	2,981	3,046	3,258	3,240	1,120	3,091	3,034
1976	2,233	2,214	2,069	2,052	2,177	2,328	2,214	2,445	2,362	2,223	2,148	1,991
1975	1,802	1,836	1,269	1,737	1,662	1,772	1,711	1,808	1,741	1,804	1,674	1,626
1974	1,456	1,392	1,375	1,234	1,203	1,343	1,240	1,310	1,350	1,343	1,248	1,146
1973	1,138	1,127	991	1,037	1,007	1,084	968	963	1,167	1,079	987	936
Overal Average	$3,175	$3,207	$3,112	$3,102	$3,183	$3,349	$3,289	$3,649	$3,545	$3,665	$3,795	$3,589

Auto advertising: Rebates revived in 1981 in battle against sales slump

By Joseph Bohn
Marketing Editor

There was no lack of advertising/marketing effort in '81, as domestic car firms fought off high interest rates and a recession in an effort to get things rolling.

The anticipated upturn, which was supposed to begin with introduction of the '81s in fall never materialized.

As a result, Chrysler's K-car, billed as "The American Way to Beat the Pump," began slipping in sales within a month after introduction, along with other car lines.

Chrysler's strategy was to put almost all its advertising effort on the Ks, using their showroom traffic appeal to help sell other models.

But, with Ks beginning to slip by November, Chrysler quickly switched to rebates, which were tied to the interest rate. At first, Chrysler's rebates were 6 percent, then 7 percent, and finally reverted back to 6 percent by March.

The "interest allowance" rebate program, as Chrysler billed it, proved successful enough to bolster its market share at the expense mainly of Ford, General Motors and American Motors.

The latter companies tried to hold off against rebates as long as possible, but eventually succumbed.

American Motors was the first to jump in with a 10 percent price reduction, which amounted to AMC's lowering its prices by 6⅔ percent and squeezing the other 3⅓ percent from smaller dealer discounts.

Ford and General Motors jumped in with rebates in February, though both shunned the particular word "rebate" which presumably has become worn out through

Continued on Page 92

DOMESTIC CAR FACTORY AD EXPENDITURES (First six months of calendar 1979)

(In Thousands of Dollars)

	JANUARY - MARCH							APRIL - JUNE							
	Magazine	Newspaper	Outdoor, paint, post	Network Radio	Spot Radio	Network TV	Spot TV	Magazine	Newspaper	Outdoor, paint, post	Network Radio	Spot Radio	Network TV	Spot TV	Total Six Months
Chevrolet	1,385	413	....	....	427	1,286	12	951	4	....	3	227	1,984	333	7,025
Monte Carlo	556	60	....	....	695	1,857	42	518	13	....	15	226	2,183	287	6,452
Chevelle	694	32	....	5	538	1,342	11	1,027	21	....	19	141	1,112	226	5,168
Nova/Citation	8	....	....	....	....	....	....	3,592	1,452	1,567	149	4,778	7,712	538	19,805
Camaro	328	5	....	....	86	261	....	120	....	....	3	37	372	101	1,313
Corvette	....	....	....	....	....	....	....	....	....	....	....	....	....	76	76
Monza	293	5	....	....	101	403	....	223	....	....	3	15	151	73	1,267
Chevette	693	32	....	13	797	2,363	98	190	....	....	3	86	844	206	5,325
TOTAL CHEVROLET	3,957	547	....	18	2,644	7,512	163	6,621	1,490	1,567	195	5,510	14,367	1,840	46,431
Pontiac	313	32	....	....	75	788	315	436	1	....	....	....	915	937	3,812*
Grand Prix	971	29	....	....	140	1,568	856	568	1	....	....	....	610	1,365	6,108*
Phoenix	....	26	....	....	....	48	34	1,523	42	....	....	10	2,252	153	4,088
LeMans	396	28	....	....	75	912	607	469	1	....	....	....	351	818	3,657
Sunbird	324	27	....	....	30	307	263	63	1	....	....	....	....	75	1,090
Firebird	290	27	....	....	....	206	49	17	....	....	....	....	....	102	691
TOTAL PONTIAC*	2,294	169	....	....	320	3,829	2,124	3,076	46	....	....	10	4,128	3,450	19,446
Buick	484	83	....	17	100	629	182	674	453	....	....	....	1,349	369	4,340
Century/Regal	530	29	....	27	60	380	727	438	17	....	....	....	1,136	289	3,633
Skylark	....	29	....	9	12	76	6	1,930	13	....	....	100	1,906	609	4,690
Skyhawk	....	29	....	8	12	76	1	....	12	....	....	....	....	10	148
Riviera	1,317	29	....	17	105	1,009	188	....	16	....	....	....	372	7	3,060
Opel/Isuzu	....	27	....	7	....	....	3	....	10	....	....	....	....	....	47
TOTAL BUICK	2,331	226	....	85	289	2,170	1,107	3,042	521	....	....	100	4,763	1,284	15,918
Oldsmobile	854	53	....	....	....	300	41	897	829	....	....	....	167	85	3,226
Cutlass	541	264	....	....	85	3,033	1,136	1,302	423	....	....	....	1,176	1,294	9,254
Omega	....	40	....	....	....	....	31	939	356	....	....	231	2,035	371	4,003
Starfire	....	40	....	....	....	....	35	183	1	....	....	....	....	....	259
Toronado	556	58	....	....	....	410	41	41	1	....	....	....	....	8	1,115
TOTAL OLDSMOBILE	1,951	455	....	....	85	3,743	1,284	3,362	1,610	....	....	231	3,378	1,758	17,857
Cadillac	419	118	....	99	139	....	197	546	439	....	133	86	92	300	2,568
Eldorado	609	85	....	191	375	....	844	243	91	....	109	161	645	672	4,025
Seville	201	59	....	202	334	....	778	160	85	....	122	100	297	542	2,880
TOTAL CADILLAC	1,229	262	....	492	848	....	1,819	949	615	....	364	347	1,034	1,514	9,473
GM Corp. Product	1,802	18	....	....	....	3,365	416	4,369	2,456	....	162	....	3,471	148	16,207
TOTAL GM	13,564	1,677	....	585	4,186	20,619	6,913	21,419	6,738	1,567	721	6,198	31,141	9,994	125,332
Ford LTD	1,455	22	63	....	29	3,908	205	938	1,076	40	536	24	2,801	18	11,115
Granada	146	1	14	....	5	991	48	335	384	14	192	9	1,001	5	3,145
Thunderbird	238	1	8	....	4	633	29	402	461	17	230	10	1,201	7	3,241
Fairmont	717	67	60	....	28	4,519	418	737	845	31	421	19	2,202	14	10,078
Mustang	600	328	31	....	14	2,099	102	402	461	17	230	10	1,201	7	5,502
Pinto	742	1	28	....	13	1,951	85	402	461	17	230	10	1,201	7	5,148
Fiesta	147	67	7	....	4	544	28	134	154	6	77	5	400	....	1,573
TOTAL FORD DIVISION	4,045	487	211	....	97	14,645	915	3,350	3,842	142	1,916	87	10,007	58	39,802
Marquis	195	11	....	....	62	1,331	9	537	8	....	....	58	1,115	10	3,336
Monarch	....	11	....	....	62	487	10	....	6	....	....	58	120	10	764
Cougar	....	11	....	....	62	533	10	....	7	....	....	58	919	10	1,610
Zephyr	....	11	....	....	62	635	9	....	6	....	....	57	741	10	1,531
Bobcat	....	11	....	....	62	554	9	....	5	....	....	57	195	10	903
Capri	172	11	....	....	68	1,156	9	143	8	....	....	58	347	10	1,982
Continental	209	1	....	....	....	73	....	....	....	....	....	....	132	....	415
Mark V	212	....	....	....	....	73	....	....	....	....	....	....	....	....	285
Versailles	11	....	....	....	....	489	....	....	....	....	....	....	99	....	599
TOTAL LINCOLN-MERCURY	799	67	....	....	378	5,331	56	680	40	....	....	346	3,668	60	11,425
Ford Corp. Prod.	18	55	....	....	....	....	....	7	80	....	....	....	....	....	160†
TOTAL FORD MOTOR	4,862	609	211	....	475	19,976	971	4,037	3,962	142	1,916	433	13,675	118	51,387
Volare	....	....	....	....	....	....	1,566	....	....	....	....	....	....	872	2,438
Horizon	1,305	5	....	....	....	3,642	235	....	....	....	....	....	....	117	5,304
Arrow	....	....	....	....	....	....	4	....	....	....	....	....	....	....	4
Sapporo	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....
Champ	....	4	....	....	....	....	....	....	....	....	....	....	....	....	4
St. Regis	....	8	....	....	282	659	512	....	....	....	....	....	....	67	1,528‡
Chrysler	1,450	78	....	....	3	2,634	62	155	11	....	....	....	....	8	4,401
Cordoba	....	....	....	....	10	....	81	....	....	....	....	....	....	7	98
LeBaron	444	3	....	....	15	1,353	58	....	....	....	....	....	440	159	2,472
TOTAL CHRYSLER-PLYMOUTH	3,199	98	....	....	310	8,288	2,518	155	11	....	....	....	440	1,230	16,249
Aspen	....	....	....	....	....	....	1,313	....	....	....	....	....	....	515	1,828
Diplomat	....	....	....	....	....	....	....	....	....	....	....	....	....	5	5
Omni	1,744	139	....	....	1,592	3,413	405	265	11	....	....	....	....	20	7,589
Colt	....	8	....	....	....	100	85	....	....	....	....	....	....	30	223
Challenger	59	....	....	....	141	....	....	....	....	....	....	....	....	5	205
Magnum	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....
TOTAL DODGE	1,803	147	....	....	1,733	3,513	1,803	265	11	....	....	....	....	575	9,850
Chrysler Corp. Product	847	2,456	....	....	560	4,368	1,015	2,439	5,014	....	....	....	8,020	1,324	26,043
TOTAL CHRYSLER	5,849	2,701	....	....	2,603	16,169	5,336	2,859	5,036	....	....	....	8,460	3,129	52,142
Pacer	....	44	....	....	....	....	205	....	169	....	....	....	....	254	672
Concord	....	696	....	....	....	783	615	173	984	....	....	....	894	3,114	7,259
Spirit	42	1,267	....	....	14	2,033	1,088	82	416	....	....	18	429	1,347	6,736
TOTAL AMC	42	2,007	....	....	14	2,816	1,908	255	1,569	....	....	18	1,323	4,715	14,667
TOTAL INDUSTRY	24,317	6,994	211	595	7,278	59,580	15,128	28,570	17,305	1,709	2,637	6,649	54,999	17,956	243,528

Figures compiled by a major advertising agency based on generally available information.

*—Pontiac spent $20,000 in direct mail on full-sized Pontiac and another $20,000 on Grand Prix in the first quarter.

†—Ford Motor spent $15,000 on corporate product direct mail in the second quarter.

‡Chrysler spent $159,000 on direct mail for St. Regis in the first quarter.

Continued from Page 90

considerable overuse in the industry.

Ford, instead, called its program a 10 percent price adjustment and GM used the phrase "bonus."

All these programs stirred up sales, since price resistance was at the heart of much of the industry's problem in '81.

However, following a discontinuance of rebates in spring, sales fell off as they were expected to do.

Among newly introduced models, Ford's Escort/Lynx were well received, and there was little question of their selling out the 500,000 production capacity for '81.

As one astute dealer put it, people had waited a long time to buy a small front-wheel-drive Ford. But the trick, from Ford's standpoint was to continue the momentum of these highly critical cars for '82, when they faced stiffer competition from GM and when most of the Ford-loyal buyers who wanted a little car like this had already bought one.

Ford Division used the line "built to take on the world" to promote its Escort, while Lincoln-Mercury used the tag, "starting today . . . the world belongs to Lynx." The idea was to tie into a "world car" corporate campaign which preceded individual introductions by the divisions.

Apart from Escort/Lynx, however, Ford found itself with a relative flop in the Granada/Cougar, which were newly restyled for '81.

Biggest complaint was price. Dealers pointed out that customers coming into the showrooms to look at $9,000 - $10,000 Granadas and Cougars still remembered this car as being only $5,000-$6,000 a few years earlier.

Chrysler's K-cars, aided by rebates, were a qualified success. The company didn't achieve the 550,000-sales goal it hoped for, but was looking at closer to 300,000 sales by spring. Chrysler had addressed the problem of pricing, however, with lower cost, specially-equipped models in the K cars, as well as L-body Omni and Horizons. The Horizon Miser marketing gambit, particularly, proved highly successful.

Biggest news of '81 though was General Motors' introduction of its J-cars.

These small, front-wheel-drive subcompacts, were the most import-like yet introduced by GM (official introduction was May 14) and were clearly counted on to roll back the Japanese tide.

Production capacity from May to October, 1981, was highly constrained.

The cars' real impact was expected to be felt in '82, when GM improved capacity to the point of making the cars plentiful at all car dealerships.

The Js represented a new marketing effort for GM.

Cadillac, for example, spent months doing its homework in order to reach a buying audience it had never really had a chance with before. It was pitting its Cimarron directly against cars like Audi, BMW and Volvo, with a theme line to the effect of "A new kind of Cadillac for a new kind of Cadillac buyer."

Other GM divisions were equally determined to conquest import buyers feeling that for the first time they had the high MPGs to do it.

FOREIGN CAR/TRUCK AD EXPENDITURES—(January-June, 1979)

(In Thousands of Dollars)

	JANUARY - MARCH							APRIL - JUNE							
	Magazine	Newspaper	Outdoor Paint, Post	Network Radio	Spot Radio	Network TV	Spot TV	Magazine	Newspaper	Outdoor Paint, Post	Network Radio	Spot Radio	Network TV	Spot TV	Total 6 Months
Audi	780	67	5	....	8	....	168	836	4	....	....	....	404	236	2,508
Fiat	781	828	13	....	59	1,227	1,383	1,878	189	....	....	97	893	2,084	9,432
MG	296	63	....	....	....	1,056	5	1,326	284	....	....	....	1,223	60	4,313
Mercedes-Benz	1,720	534	....	....	....	....	1,165	785	56	....	....	....	....	1,137	5,397
Porsche	864	67	....	....	....	....	749	506	181	....	....	....	260	950	3,577
Renault	582	547	....	....	....	....	....	754	916	....	....	....	....	....	2,799
Saab	1,083	1,083	....	....	....	....	....	1,288	668	....	....	....	....	87	4,209
Triumph	172	....	....	....	4	....	....	544	4	....	....	....	1,173	96	1,993
Volvo	1,648	800	....	....	....	....	52	1,988	970	....	....	....	....	598	6,056
VW Rabbit	2,464	75	106	....	35	5,054	494	1,202	51	....	....	....	5,426	523	15,430
VW Others	431	2	....	....	....	53	524	256	5	....	....	....	370	329	1,970
Datsun	3,380	5,151	226	....	2,889	5,090	4,321	1,940	952	....	....	1,658	2,417	3,306	31,330
Honda	1,994	113	3	....	93	3,503	73	2,571	34	....	....	34	3,840	115	12,373
Mazda	1,273	17	1	....	59	4,490	552	1,461	155	....	....	28	3,156	2,137	13,329
Subaru	712	43	....	....	....	1,089	1,775	649	236	....	....	....	1,079	1,552	7,135
Toyota	2,371	2,251	361	....	....	4,966	4,767	2,062	1,274	....	....	....	4,371	6,838	29,261
Car Total	20,551	11,641	715	....	3,147	26,528	16,028	20,046	5,979	....	....	1,817	24,612	20,048	151,112
Datsun	138	234	....	....	....	....	865	792	31	....	....	....	279	838	3,177
Mazda	60	18	....	....	....	....	438	....	36	....	....	....	....	481	1,033
Toyota	349	63	....	....	....	340	773	308	264	....	....	....	417	2,348	4,862
VW	23	....	....	....	....	....	208	....	3	....	....	....	109	891	1,228
Truck Total	570	315	....	....	....	340	2,279	1,100	334	....	....	....	805	4,558	10,301

FACTORY TRUCK AD EXPENDITURES—6 MONTHS OF 1979

(In Thousands of Dollars)

	JANUARY - MARCH, 1979							APRIL - JUNE, 1979							
	Magazine	Newspaper	Outdoor, paint post	Network radio	Spot radio	Network TV	Spot TV	Magazine	Newspaper	Outdoor, paint post	Network radio	Spot radio	Network TV	Spot TV	6-Month Total
Ford Pickup	321	750	22	....	24	1,018	354	413	148	8	31	....	3,368	465	6,922
Ford Van/Club Wagon	184	14	....	....	2	254	....	57	19	4	....	....	263	....	797
Ford Specialty	135	17	....	....	3	118	....	119	18	3	....	....	43	....	456
Medium, Heavy	198	9	....	....	9	36	....	130	....	....	....	41	....	....	423
Courier	82	3	32	....	....	34	475	51	....	26	....	....	331	18	1,052
FORD TOTAL	920	793	54	....	38	1,460	829	770	185	41	31	41	4,005	483	9,650
Chevy Pickup	784	....	....	....	250	1,904	443	91	....	....	6	213	1,014	313	4,418
Chevy Van	168	....	....	....	48	812	176	29	....	....	5	213	935	423	2,809
Chevy Specialty	220	....	....	....	....	....	....	33	....	....	....	65	356	45	719
Medium, Heavy	31	....	....	....	....	....	....	160	....	....	....	....	....	....	191
LUV	292	12	....	....	70	1,363	204	350	....	....	....	32	394	56	2,773
CHEVROLET TOTAL	895	12	....	....	368	4,079	823	663	....	....	11	523	2,699	837	10,910
GMC Pickup	316	....	....	43	123	....	20	310	....	....	50	....	....	3	865
GMC Van	149	....	....	47	124	....	14	12	....	....	48	....	....	1	395
GMC Specialty	....	....	....	17	....	....	7	1	....	....	8	....	....	....	33
Medium, Heavy	210	42	....	....	....	....	....	140	28	....	....	....	....	....	420
TOTAL GMC	675	42	....	107	247	....	41	463	28	....	106	....	....	4	1,713
Dodge Pickup	651	....	....	....	4	708	498	197	....	....	....	....	1,270	304	3,632
Dodge Van	110	....	....	....	4	516	328	56	....	....	....	....	853	147	2,014
Dodge Specialty	54	....	....	....	....	....	....	28	....	....	....	....	....	....	82
Medium, Heavy	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....
D-50	....	8	....	....	....	....	553	....	....	....	....	....	....	14	575
DODGE TOTAL	815	8	....	....	8	1,224	1,379	281	....	....	....	....	2,123	465	6,303
Plymouth	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....
Arrow	101	4	....	....	....	....	....	....	....	....	....	....	....	....	105
TOTAL PLYMOUTH	101	4	....	....	....	....	....	....	....	....	....	....	....	....	105
Jeep C-J	42	27	....	....	....	876	68	110	60	....	....	....	1,370	982	3,535
Wagoneer	349	....	....	....	....	....	....	321	....	....	....	....	....	31	701
Pickup	116	....	....	....	....	383	52	104	....	....	....	....	323	322	1,300
Cherokee	145	....	....	....	....	864	158	36	84	....	....	....	392	761	2,440
AMC TRUCK TOTAL	652	27	....	....	....	2,123	278	571	144	....	....	....	2,085	2,096	7,976
IH Pickup	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....
Scout	789	5	....	....	....	....	545	693	525	....	968	486	411	1,740	6,162
Travelall	....	....	....	136	....	....	....	....	....	....	....	....	....	....	136
Medium, Heavy	272	....	....	....	....	....	....	171	7	....	....	....	....	....	450
TOTAL IH	1,061	5	....	136	....	....	545	864	532	....	968	486	411	1,740	6,748
TRUCK INDUSTRY	5,119	891	54	243	661	8,886	3,895	3,612	889	41	1,116	1,050	11,323	5,625	43,405

U.S. automaker ad chiefs and advertising agencies

AMERICAN MOTORS CORP.
Thomas A. Staudt, vice president of marketing group; David J. Van Peursem, general marketing manager; Eugene Richmond, director of advertising; Robert Wheat, manager of AMC car advertising; Ray Avedian, manager of Jeep advertising; Marvin Klein, Renault ad manager.

AMC and Renault car agency, Grey Advertising; Jeep and Eagle agency, Compton Advertising, New York.

CHRYSLER CORP.
John Naughton, executive vice president of sales and marketing; Jerry H. Pyle, vice president of sales; Thomas R. Gibson, director of marketing operations; Joseph A. Campana, director of marketing plans and programs; John K. Givens, director of sales operations; Bud Liebler, director of merchandising; Jeffrey Elpern, manager of advertising, Chrysler Corp.

CHRYSLER-PLYMOUTH
Jeffrey Elpern, manager of advertising.

DODGE
Jeffrey Elpern, manager of advertising.

Agency: Kenyon & Eckhardt handles all Chrysler-Plymouth, Dodge, corporate and import advertising for Chrysler.

FORD MOTOR CO.
Arthur B. Connors, vice president-marketing staff; Raymond Ablondi, director of marketing research; Bernard Restuccia, director of marketing operations; G. M. Heffernan, marketing plans director; John Bowers, director of advertising services, North American Auto Operations; Ronald Reynolds, advertising programs manager, NAO.

FORD DIVISION
Lee R. Miscowski, general marketing manager; Douglas T. McClure, advertising manager; R. J. Gillooly, manager of car advertising; R. O. Davis, manager of truck advertising.

Agency: J. Walter Thompson, Dearborn.

LINCOLN-MERCURY DIVISION
Joseph E. Cappy, general marketing manager; John B. Vanderzee, advertising manager.

Agency: Young & Rubicam, Detroit.

GENERAL MOTORS CORP.
Gail Smith, general director of advertising and merchandising; Donald J. Teasdale, manager of advertising-marketing staff; George H. Pruette Jr., public affairs ad manager—public relations staff.

Agencies: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich. N. W. Ayer-ABH International, Philadelphia.

BUICK DIVISION
John Dabels, director-market planning and distribution; Harold E. Savage, director of advertising; Thomas M. Edwards, advertising manager—special projects.

Agency: McCann-Erickson, Detroit.

CADILLAC DIVISION
Gordon Horsburgh, director of marketing; Richard Welday, national merchandising manager; Frank Cadicamo, assistant national merchandising manager.

Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.

CHEVROLET DIVISION
E. P. Feely Jr., director of marketing; Carl O. Uren, director of advertising; H. J. Cordes, truck and station wagon ad manager; T. R. Chick, car ad manager.

Agency: Campbell-Ewald, Detroit.

OLDSMOBILE DIVISION
David L. Neisch, assistant general sales manager-marketing and dealer activities; Charles Strong, advertising manager; Raymond R. Juracek, assistant ad manager.

Agency: Leo Burnett Co., Detroit.

PONTIAC DIVISION
James H. Graham, director of merchandising; Tim Maloney, advertising manager; George Schmidt, sales promotion manager.

Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.

Auto importer ad chiefs and advertising agencies

ALFA ROMEO
Edward Feeley, marketing manager; Peter Wade, advertising manager.

Agency: F. William Free, New York.

BMW
Hans Bartels, vice president of marketing; Brian Richardson, manager of advertising and promotion.

Agency: Ammirati Puris, Inc., New York.

JAGUAR ROVER TRIUMPH
Michael H. Dale, vice president of sales and marketing; Allen Taylor, ad manager.

Agency: Bozell and Jacobs, Inc., New York. Romano, Wollman/Advertising, New York.

DATSUN
Robert Kent, vice president of marketing; Joseph Opre, national ad manager.

Agency: William Esty Co.

FIAT
William Rude, director of marketing and sales planning; Dudley Coan, ad manager.

Agency: Benton & Bowles, New York.

HONDA
C. G. Schmillen, vice president of car sales; Joseph Haight, car ad manager.

Agency: Needham, Harper & Steers Advertising, Inc., Los Angeles.

MAZDA
Duane Bowen, marketing manager; E. Ikeda, U. S. national ad manager; Howard Caudle, manager of sales promotion.

Agency: Foote, Cone & Belding & Honig, Los Angeles.

MERCEDES-BENZ
Robert C. Owens Jr., general manager advertising and sales promotion; Donna Luke, advertising coordinator.

Agency: McCaffrey McCall, New York (cars). Geer Dubois, New York (trucks).

PEUGEOT
Anthony Aldarelli, general manager—sales and marketing; John DeWitt, national ad manager.

Agency: Ogilvy & Mather, New York.

SAAB
Stanley Helling, marketing director; Peter Berla, ad manager.

Agency: Ally & Gargano, New York.

SUBARU
Alan B. Ross, vice president advertising and public relations.

Agency: Levine, Huntley, Schmidt, Papler & Beaver, New York.

TOYOTA
Al Hagen, corporate marketing manager; Barney Brogan, ad manager.

Agency: Dancer - Fitzgerald - Sample, Inc., Torrance, Calif.

VOLKSWAGEN
John Slaven, manager of Volkswagen marketing; Gary Fisher, VW ad manager; Marvin Gruber, manager—Porsche Audi advertising.

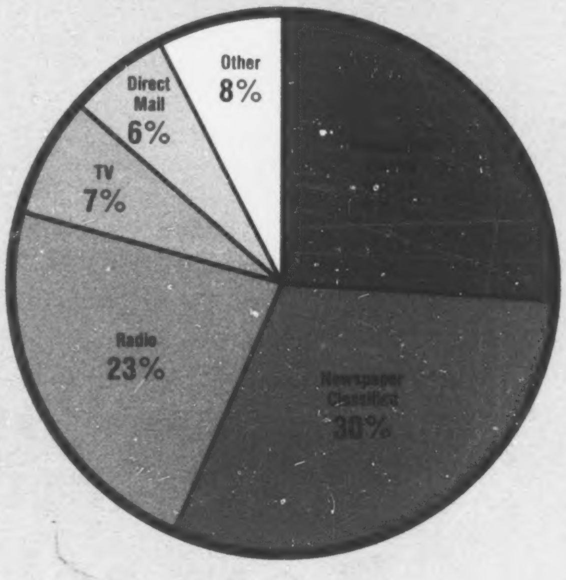
Agency: Doyle Dane Bernbach, Inc., New York.

VOLVO
Milton Gravatt, manager of marketing service.

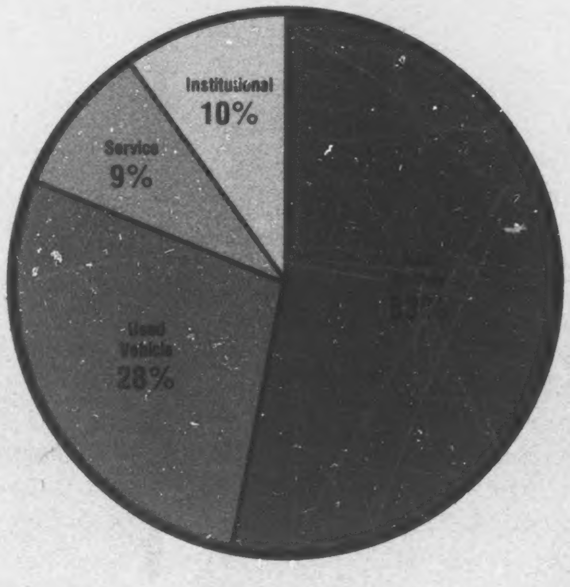
Agency: Scali, McCabe, Sloves, Inc., New York.

New-Car Dealer Advertising

where dealer ad dollar is spent



what dealer ad dollar is spent on



LOCAL ADVERTISING BY FRANCHISED NEW-CAR DEALERS

Estimated totals spent by all dealers, 1979 vs. 1978

By Media Used	1979	1978
Newspaper Classified	$ 312 million	$300 million
Newspaper Display	269 million	260 million
Radio	233 million	226 million
TV	71 million	68 million
Direct Mail	66 million	64 million
Outdoor (Billboards, Signs)	31 million	30 million
Programs (Theatre, Sports, Schools, etc.)	14 million	14 million
Handouts or Handbills	6 million	6 million
Display and Demonstrations	17 million	17 million
Other	13 million	13 million
TOTAL	**$1,032 million**	**$998 million**
By Types of Advertising		
New Vehicle	$ 542 million	$524 million
Used Vehicle	293 million	283 million
Institutional	102 million	98 million
Service	96 million	93 million
TOTAL	**$1,032 million**	**$998 million**

SOURCE: NADA Economic Analysis Department

All 5 U. S. makers lost money totaling more than $4 billion

1980 was worst financial year ever

By Edward Lapham
Financial Editor

Last year was the worst financial year in the history of the U. S. automobile industry.

All five major U. S. auto makers reported losses for 1980, with the total net loss for the industry in excess of $4 billion, and the immediate outlook for 1981 only marginally better.

There were several problems which, oddly enough, analysts, industry executives and government officials agreed were the main cause of the financial devastation.

First, and most obvious, was the lagging sales which were depressed due to consumer uncertainty about the economy, which did not improve, a larger market share by imported makes and record level interest rates which restricted the availability of credit at non-captive sources.

The second reason, which related to the first, was the massive capital outlays required during the year to not only redesign product lines, build new plants and refurbish older ones, but to meet the requirements of certain regulatory mandates.

Chrysler Corp. during the year arranged for $1.2 billion in federally guaranteed loans, although $400 million was not granted until February, 1981.

For the entire year, the financially beleagured auto maker reported the largest net loss by any U. S. industrial concern, although the new model year sales uptick spurred by introductory sales of the K-cars, did allow the company to briefly experience the long-forgotten thrill of black ink for the month of October.

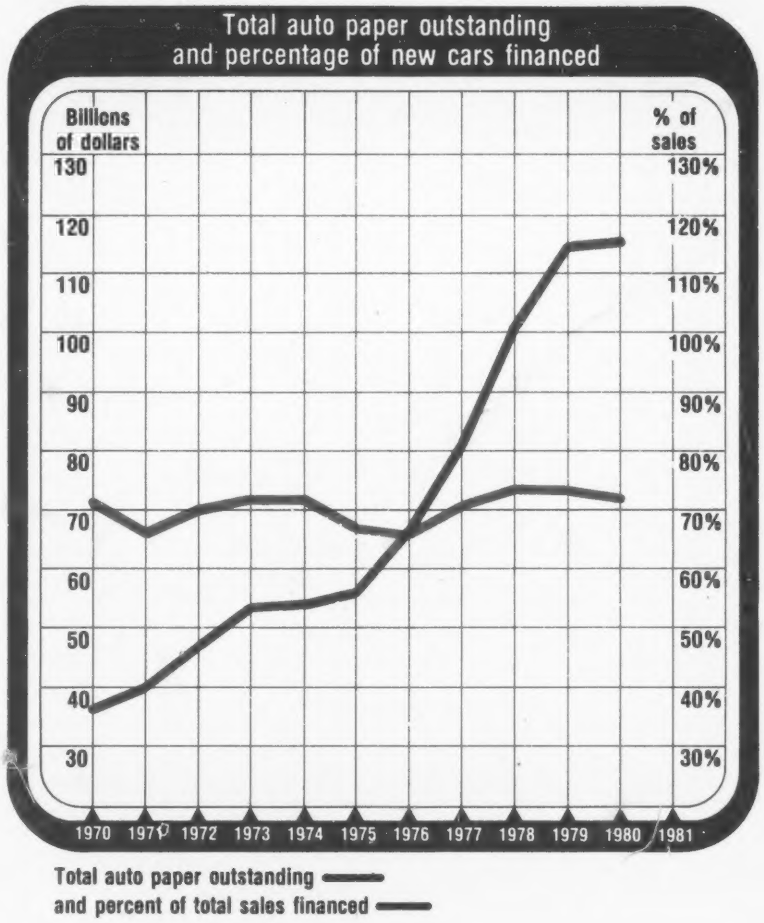
All of the auto makers looked for ways to abate the financial problems, finance capital spending plans and reverse negative cash flow.

The AMC/Renault partnership tightened in 1980 as the French auto maker acquired additional AMC shares, pushing its ownership to nearly 50 percent.

Chrysler continued to search for marriage or joint venture partners. General Motors and Ford looked enviously at the concessions the UAW gave Chrysler in its loan guarantee survival plan and decided they too might like the union to rollback some labor costs won in the last round of collective bargaining.

Several prestigious studies, including one by the Big Eight accounting firm Arthur Andersen, showed that in 1980 the Detroit financial disease spread to the industry's suppliers and that, in fact, the malaise was expected to linger beyond whatever recovery began with the 1982 model year and coincidental benefits of Reagonomics late in 1981.

Said one Wall Street analyst: "This is a watershed period for the auto makers and their suppliers. The only way to survive is for the car makers to find joint ventures and for the suppliers to find countercyclical, non-automotive business to hedge their bets."



ESTIMATED AVERAGE ADVERTISING EXPENSES PER DEALER IN 1979

Dealers Classified by Number of New Vehicles sold in 1979

By Media Used	Average of all dealers	1-149	150-399	400-749	750 or more
Newspapers (Classified)	$10,881	$ 3,615	$ 8,322	$19,656	$ 40,994
Newspapers (Display)	9,435	3,513	7,269	15,799	29,035
Radio	8,170	2,749	7,193	13,994	25,602
TV	2,473	507	1,481	6,279	19,655
Direct Mail	2,328	921	1,658	3,724	7,249
Outdoor	1,074	447	706	1,398	3,868
Programs	488	164	420	896	1,460
Handouts or Handbills	221	118	118	140	566
Display and Demonstrations	611	215	515	1,112	1,710
Other	469	333	318	552	1,421
TOTAL	$36,150	$12,600	$28,000	$63,550	$131,560
Average per New Vehicle Sold	$ 86	$ 90	$ 80	$ 91	$ 88

Source: NADA Economic Analysis Department

NETWORK TV ADVERTISERS, 1980 VS. 1979

AUTOMOTIVE

	1980	1979	% of Change
Ford Motor	$125,701,500	$ 97,016,000	+29.6
General Motors	123,498,900	117,313,700	+ 5.3
Chrysler Corp.	65,289,900	69,589,800	− 6.2
Toyota Motor	22,945,300	21,090,000	+ 8.8
Toyo Kogyo (Mazda)	20,335,100	14,982,800	+35.7
Volkswagen	19,434,700	20,496,600	− 5.2
Nissan Motor (Datsun)	18,150,000	20,690,900	−12.3
American Motors	17,733,900	17,242,900	+ 2.8
Honda Motor*	15,625,000	13,648,600	−14.5
Fuji Heavy Ind. (Subaru)	7,277,500	5,451,400	+33.5
Jaguar Rover Triumph	4,764,500	6,462,600	−26.3
Daimler-Benz (Mercedes)	1,624,700	———	00.0

Figures are compiled by Broadcast Advertisers Reports (BAR), reported by Television Bureau of Advertising.

*—Honda advertising includes car and motorcycle.

FIVE-YEAR SUMMARY OF SALES, PROFITS, LOSSES

Worldwide Sales

(IN MILLIONS)

	1980	1979	1978	1977	1976
General Motors	$57,729	$66,311	$63,221	$54,961	$47,181
Ford Motor	37,086	43,514	42,784	37,842	28,840
Chrysler Corp.	9,225	12,002	13,618	16,708	15,538
American Motors	2,553	3,191	2,740	2,237	2,259

Profits

(IN MILLIONS)

	1980	1979	1978	1977	1976
General Motors	($ 763)	$ 2,893	$ 3,508	$ 3,338	$ 2,903
Ford Motor	(1,543)	1,169	1,589	1,673	983
Chrysler Corp.	(1,710)	(1,097)	(204.6)	163	423
American Motors	(198)	71	61	9	(53)

Profits per Share

	1980	1979	1978	1977	1976
General Motors	($2.65)	$ 10.04	$ 12.24	$ 11.62	$ 10.08
Ford Motor	(12.83)	9.75	13.35	13.08	10.45
Chrysler Corp.	(26.00)	(17.18)	(3.54)	2.71	7.02
American Motors	(6.00)	2.24	2.01	.30	1.76

AUTOMOBILE INSTALMENT CREDIT OUTSTANDING BY MONTH

(IN MILLIONS)

	1980	1979	1978	1977	1976
January	$114,761	$102,890	$ 83,075	$60,349	$53,318
February	115,455	103,780	83,826	60,774	53,519
March	115,459	105,426	87,757	61,840	54,117
April	115,014	107,115	87,747	63,183	55,059
May	114,318	109,161	90,359	64,551	55,484
June	113,174	111,373	93,261	72,459	56,667
July	113,604	111,952	95,289	73,863	57,659
August	114,061	113,351	97,687	75,512	58,665
September	114,334	114,765	99,062	77,207	58,270
October	114,452	114,876	100,159	77,845	59,798
November	116,517	115,121	101,565	78,791	60,002
December	116,327	115,022	102,468	79,414	60,498

Federal Reserve Data